

Film Lions shortlist

The Film Lions shortlist has been released, with 247 entries making it to the final round at Cannes Lions 2016.

There are no entries from South African agencies on the shortlist:

Mobile Lions shortlist

Title	Client	Product	Entrant Company	Country
A01 (Savoury Foods)				
WIENER STAMPEDE	HEINZ	HEINZ CONDIMENTS (KETCHUP VARIETY, MUSTARD, BBQ SAUCE)	DAVID Miami	USA
THE RING	POT NOODLE	BRAND	LUCKY GENERALS London	UNITED KINGDOM
FOOD FOR MEN	STRYHNS	STRYHNS LIVERPATÉ	M2FILM Århus	DENMARK
A02 (Sweet Foods & Snacks)				
MARILYN	MARS CHOCOLATE NORTH AMERICA	SNICKERS	BBDO New York	USA
FIGURE DRAWING	MARS CHOCOLATE NORTH AMERICA	SNICKERS CRISPER	BBDO New York	USA
CURFEW	MARS CHOCOLATE NORTH AMERICA	SNICKERS CRISPER	BBDO New York	USA
ULTRASOUND	DORITOS	DORITOS	CUMMINS & PARTNERS Melbourne	AUSTRALIA
"CAFETERIA"	GRANDMA'S COOKIES	GRANDMA'S COOKIES	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
"BREAK ROOM"	GRANDMA'S COOKIES	GRANDMA'S COOKIES	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
UNFAMOUS	MARS CHOCOLATE NORTH AMERICA	SNICKERS BITES	BBDO New York	USA
QJIGI	AKAGI NYUGYO CO.	ICE POPS "GARIGARIKUN"	DENTSU INC. KANSAI Osaka	JAPAN
PORTRAIT	WILLIAM WRIGLEY JR. COMPANY	SKITTLES	DDB CHICAGO	USA
LINEUP	CON AGRA	SLIM JIM	DDB SAN FRANCISCO	USA
A03 (Alcoholic Drinks)				
TRIP	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
PARTY	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
THE RIGHT PATH TV	DIAGEO	GUINNESS	AMBBDO London	UNITED KINGDOM
NEVER ALONE TV	DIAGEO	GUINNESS	AMBBDO London	UNITED KINGDOM
BUD LIGHT PARTY	ANHEUSER BUSCH INBEV	BUD LIGHT	WIEDEN+KENNEDY New York	USA
THE CHORUS	HEINEKEN	BEER	PUBLICIS ITALY Milan	ITALY
A04 (Non-Alcoholic Drinks)				

PUPPYMONKEYBABY	PEPSICO	MOUNTAIN DEW KICKSTART	BBDO New York	USA
TELEGRAPH	DR PEPPER SNAPPLE GROUP	SNAPPLE	DEUTSCH LA	USA
BEES	DR PEPPER SNAPPLE GROUP	SNAPPLE	DEUTSCH LA	USA
KING OF HEARTS	DR PEPPER SNAPPLE GROUP	SNAPPLE	DEUTSCH LA	USA
A05 (Cosmetics & Toiletries)				
FIND YOUR MAGIC	AXE	MALE GROOMING	72ANDSUNNY AMSTERDAM	THE NETHERLANDS
AND SO IT BEGINS	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA
CHECKMATE	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA
TRUCE	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA
ROCKET CAR	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA
WHALE	OLD SPICE	MEN'S BODY CARE	WIEDEN+KENNEDY Portland	USA
NOT JUST A PRETTY HAIRSTYLE	UNILEVER	AXE	PONCE Buenos Aires	ARGENTINA
#DADD0	PANTENE	PANTENE HAIR CARE	GREY NEW YORK	USA
A06 (Healthcare & Pharmacy)				
ENVY	SVENSON	HAIR TREATMENT CLINIC	TAPSA Y&R Madrid	SPAIN
BREAK UP	SAVANT	FABROGESIC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA
MOVING	SAVANT	FABROGESIC	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA
A07 (Miscellaneous)				
BARBIE: IMAGINE THE POSSIBILITIES	MATTEL	BARBIE	BBDO SAN FRANCISCO	USA
A08 (Clothing, Footwear & Accessories)				
I HAVE SEEN	GANT	GANT	BETC Paris	FRANCE
WANT IT MORE	ASICS	SPORTSWEAR	180 AMSTERDAM Amsterdam	THE NETHERLANDS
UNDER ARMOUR FLASH	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA
SNOW DAY	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA
TALCUM	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
TRIM	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
SHOWER	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
FASHION TO BE FREE	DAVD DELFIN	DAMDELFIN	DDB SPAIN Madrid	SPAIN
SHORT A GUY	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA
THE CONDUCTOR	NIKE	NIKE	ANONYMOUS CONTENT Culver City	USA
LAST	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA
A09 (Household Goods, Home Appliances & Furnishings)				
THE MECHANIC	RECKITT BENCKISER/ CILLIT BANG	CILLIT BANG	BETC Paris	FRANCE

FREE THE KIDS	UNILEVER	PERSIL / OMO	MULLENLOWE GROUP London	UNITED KINGDOM
MONSTER STAINS	UNILEVER	PERSIL	OGILVY & MATHER LONDON	UNITED KINGDOM
DADS#SHARETHELOAD FILM (120 SECS)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA
CIRCLE	HENKEL	LOCTITE	HEIMAT Berlin	GERMANY
CONFERENCE	HENKEL	LOCTITE	HEIMAT Berlin	GERMANY
FIREFLY MAN	INDEPENDENT INCUBATOR	OCEDEL	NITTO Tokyo	JAPAN
A10 (Consumer Electronics & Technology)				
FINGERPRINTS	GOOGLE ANDROID	ANDROID	DROGA5 New York	USA
MONOTUNE	GOOGLE ANDROID	ANDROID	DROGA5 New York	USA
THE STONE	CANAL+	CANAL+	BETC Paris	FRANCE
WATER	SAMSUNG	ELECTRONICS	WIEDEN+KENNEDY Portland	USA
BY HERBERT S.	APPLE	IPHONE 6	TBWAMEDIA ARTS LAB Los Angeles	USA
A11 (Cars & Automotive Products & Services)				
SWEARING KIDS	DAIMLER AG, SMART MBD	SMART FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY
SHOCK	DAIMLER AG, SMART	SMART 453 FORFOUR	BBDO GROUP GERMANY Berlin	GERMANY
"THE TEST"	ACURA	ACURA AUTOMOBILE SAFETY	MULLENLOWE U.S. El Segundo	USA
PORTRAITS	FIAT CHRYSLER AUTOMOBILES	JEEP	IRIS New York	USA
SHOULDERS OF GIANTS	NISSAN NORTH AMERICA	NISSAN TITAN	TBWACHATDAY Los Angeles	USA
OPENING DOORS	VOLKSWAGEN DO BRASIL	HANDS-FREE OPEN TRUNK	ALMAPBBDO São Paulo	BRAZIL
STEPPING	HONDA	HONDA HR-V	McGARRYBOWEN London	UNITED KINGDOM
CO-WORKER	DAIMLER	MERCEDES-BENZ	BBDO MEXICO	MEXICO
SON'S FRIEND	DAIMLER	MERCEDES-BENZ	BBDO MEXICO	MEXICO
COMMANDER	AUDI OF AMERICA	R8	VENABLES BELL & PARTNERS San Francisco	USA
THE LONGEST CHASE	TOYOTA MOTOR SALES, USA	PRIUS	SAATCHI & SAATCHI LA	USA
PAPER-60	AMERICAN HONDA MOTOR CO.	HONDA	RPA Santa Monica	USA
A12 (Retail & e-Commerce)				
CLIFF	LETGO	LETGO APP	CP+B Mami	USA
ESCAPE,	LETGO	LETGO APP	CP+B Mami	USA
SPACE	LETGO	LETGO APP	CP+B Mami	USA
THE MAN ON THE MOON	JOHN LEWIS	JOHN LEWIS	ADAM&EVEDDB London	UNITED KINGDOM
FLY YOUR OWN WAY	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA
SLEEPOVER	KOHL'S	KOHL'S	ANOMALY New York	USA
A KIND DRONE (TVC)	ENIGMO	BUYMA	DENTSU INC Tokyo	JAPAN
25,915 DAYS	REEBOK	REEBOK	VENABLES BELL & PARTNERS San Francisco	USA
SPARE THE ACT- LAPTOP	DIXONS CARPHONE	CURRYS PC WORLD	AMBBDO London	UNITED KINGDOM
SPARE THE ACT- NESPRESSO	DIXONS CARPHONE	CURRYS PC WORLD	AMBBDO London	UNITED KINGDOM
SPARE THE ACT- COOKER	DIXONS CARPHONE	CURRYS PC WORLD	AMBBDO London	UNITED KINGDOM
SPARE THE ACT- TV	DIXONS CARPHONE	CURRYS PC WORLD	AMBBDO London	UNITED KINGDOM

SPARE THE ACT-CHROMECAST	DIXONS CARPHONE	CURRYS PC WORLD	AMBBDO London	UNITED KINGDOM
A13 (Restaurants & Fast Food Chains)				
RHYTHM OF THE NIGHT	MCDONALD'S	WE ARE AWAKE	LEO BURNETT LONDON	UNITED KINGDOM
THE MOUTH BOGGLES	DOMINO'S	DOMINO'S PIZZA	IRIS WORLDWIDE London	UNITED KINGDOM
COLLISIONS	HEART IBIZA	RESTAURANT THAT JOINS GASTRONOMY, MUSIC AND ART	VCCP SPAIN Madrid	SPAIN
A14 (Travel & Transport)				
HIDDEN POWERS OF ARTO SMEDS	HSL	HSL	358 Helsinki	FINLAND
IN LAWS	MIRGIN TRAINS	MIRGIN TRAINS	RATTLING STICK London	UNITED KINGDOM
MAN	THOMAS COOK	HOLIDAY PACKAGES FOR SENIOR CITIZENS	LAW & KENNETH SAATCHI & SAATCHI Mumbai	INDIA
OFFICE	KAYAK EUROPE	TRAVEL/TOURISM	JUNG von MATT Berlin	GERMANY
BORDERS 1	AEROMÉXICO	AIRLINE	OGILVY & MATHER Mexico City	MEXICO
A15 (Entertainment & Leisure)				
ART MUSEUM KONSTRUKTIV «SECOND CHANCE»	ART MUSEUM KONSTRUKTIV, ZÜRICH	ART MUSEUM KONSTRUKTIV IN ZÜRICH IS THE ONLY INSTITUTION IN SWITZERLAND DEDICATED TO THE EXPLORATION OF CONCRETE ART. CONCRETE ART IS AN ART MOVEMENT WITH A STRONG EMPHASIS ON ABSTRACTION, BASED ON THE USE OF SQUARES, RECTANGLES AND CIRCLES.	RUF LANZ Zürich	SWITZERLAND
SUPER BOWL BABIES CHOIR	NATIONAL FOOTBALL LEAGUE	SUPER BOWL 50	GREY NEW YORK	USA
STAPLES	NEW YORK LOTTERY	NEW YORK LOTTERY	McCANN NEW YORK	USA
WINE BATH	NEW YORK LOTTERY	NEW YORK LOTTERY	McCANN NEW YORK	USA
JUSTINO	LOTERÍAS Y APUESTAS DEL ESTADO	CHRISTMAS LOTTERY	LEO BURNETT Madrid	SPAIN
ANAGRAM CHRISTMAS	MATTEL	SCRABBLE	LOLA MULLENLOWE Madrid	SPAIN
LILY & THE SNOWMAN	CINEPLEX	CINEPLEX	ZULU ALPHA KILO Toronto	CANADA
A16 (Media & Publications)				
THE FAN	CANAL+	CANAL+	BETC Paris	FRANCE
LANG LANG PLAYS THE F.A.Z.	FRANKFURTER ALLGEMEINE ZEITUNG	FR	SCHOLZ & FRIENDS Berlin	GERMANY
LOVER	AGEA	IECO	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA
CLOSET	AGEA	IECO	J. WALTER THOMPSON ARGENTINA Buenos Aires	ARGENTINA
SWIMMING POOL	VIACOM	PARAMOUNT CHANNEL	GREY ARGENTINA Buenos Aires	ARGENTINA
ACTORS	VIACOM	PARAMOUNT CHANNEL	GREY ARGENTINA Buenos Aires	ARGENTINA
SPRAY	LIBERO	FOOTBALL MAGAZINE	LOLA MULLENLOWE Madrid	SPAIN
TRUMP	TYC SPORTS	TYC SPORTS / AMERICAN CUP	MERCADO MCCANN Buenos Aires	ARGENTINA
THE STAKEOUT	CANAL DIGITAL	CANAL DIGITAL – SATELLITE TV PROMDER	TBWASTOCKHOLM	SWEDEN
THE BOYSCOUTS	CANAL DIGITAL	CANAL DIGITAL – SATELLITE TV PROMDER	TBWASTOCKHOLM	SWEDEN

A17 (Financial Products & Services)				
TINY DANCER	JOHN LEWIS INSURANCE	PREMIER HOME INSURANCE	ADAM&EVEDDB London	UNITED KINGDOM
NEVER A SELLOUT	TURBOTAX	FINANCIAL PRODUCT	WIEDEN+KENNEDY Portland	USA
THE SWIM	KLARNA	FINANCIAL PRODUCTS & SERVICES	DDB STOCKHOLM	SWEDEN
THE FISH	KLARNA	FINANCIAL PRODUCTS & SERVICES	DDB STOCKHOLM	SWEDEN
POCKET MONEY — EQUAL FUTURE	ANZ	ANZ BANK	TBWAMELBOURNE	AUSTRALIA
LIFT	HSBC	COMMERCIAL BANKING	GREY LONDON	UNITED KINGDOM
CHECK	GEICO	GEICO AUTO INSURANCE	HUNGRY MAN Los Angeles	USA
REUNION	GEICO	GEICO AUTO INSURANCE	HUNGRY MAN Los Angeles	USA
FISHERMAN	GEICO	GEICO AUTO INSURANCE	HUNGRY MAN Los Angeles	USA
DIRECTIONS	GEICO	GEICO AUTO INSURANCE	HUNGRY MAN Los Angeles	USA
WHISPER	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
SPY	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
COUNTDOWN	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
CBA RAPPER	CENTRAAL BEHEER	INSURANCE	DDB & TRIBAL WORLDWIDE AMSTERDAM	THE NETHERLANDS
FLEXTACULAR	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
FLEXTACULAR	GEICO	CAR INSURANCE	DUMMY FILMS Los Angeles	USA
A18 (Business Products & Services)				
A GIANT'S STORY	AMBUJA	AMBUJA CEMENT	PUBLICIS COMMUNICATIONS Mumbai	INDIA
CALMATTACK	STAPLES	OFFICE SUPPLIES	DAVID Buenos Aires	ARGENTINA
A19 (Commercial Public Services)				
OUTSIDE MAN	ARENALINGUA	ARENALINGUA	JUNG von MATT Hamburg	GERMANY
VERISIMILITUDE AT NOON	DU TELECOM	TELECOMMUNICATIONS	LEO BURNETT DUBAI	UNITED ARAB EMIRATES
DENG ADUT	UNIVERSITY OF WESTERN SYDNEY	EDUCATION	FINCH Sydney	AUSTRALIA
CONVERSATION	TELECOM PERSONAL	PERSONAL	PONCE Buenos Aires	ARGENTINA
A20 (Corporate Image & Sponsorship)				
DEAR PEYTON	GATORADE	GATORADE	TBWACH IATDAY Los Angeles	USA
STRONG	PROCTER & GAMBLE	HOUSEHOLD PRODUCTS	WIEDEN+KENNEDY Portland	USA
I AM YOUR FAN	SPECIAL OLYMPICS	SPECIAL OLYMPICS	Y&R MEXICO Mexico City	MEXICO
600 POUNDS	SPECIAL OLYMPICS	NON-PROFIT	GREY CANADA Toronto	CANADA
ATM DAD	CCTV.COM	PUBLIC AWARENESS	CHEIL Beijing	CHINA
GENDER VIOLENCE	HEINEKEN MEXICO	TECATE BEER	NOMADES Mexico City	MEXICO
A21 (Public Health & Safety)				
BREATHE	SCOTTISH FIRE & RESCUE SERVICE	FIRE SAFETY	THE UNION Edinburgh	UNITED KINGDOM

SHOCKWAVE (ONDE DE CHOC)	DÉLÉGATION À LA SÉCURITÉ ET À LA CIRCULATION ROUTIÈRES	FRENCH ROAD SAFETY	LA CHOSE Paris	FRANCE
LOSS OF CONTROL (PERTE DE CONTRÔLE)	DÉLÉGATION À LA SÉCURITÉ ET À LA CIRCULATION ROUTIÈRES	FRENCH ROAD SAFETY	LA CHOSE Paris	FRANCE
THERE'S NO ONE SOMEONE WON'T MISS	TRANSPORT ACCIDENT COMMISSION VICTORIA	TRANSPORT ACCIDENT COMMISSION VICTORIA	CLEMENGER BBDO MELBOURNE	AUSTRALIA
#UNPOPULAR BUT ALIVE BRENDAN	DEPARTMENT FOR TRANSPORT	THINK! DRINK DRIVE	AMBBDO London	UNITED KINGDOM
PREMONITION	CRUZ ROJA ARGENTINA	FIRST AID COURSES	DHÉLET Y&R LATAM Buenos Aires	ARGENTINA
A22 (Public Sector & Awareness Messages)				
DOMESTIC VIOLENCE	FRANCE 5	MEDIA	PUBLICIS CONSEIL Paris	FRANCE
UNFAIR NEWS PAY GAP	AAUW	PAY GAP	Y&R San Juan	PUERTO RICO
DEVICES	UNITED COMMUNITIES OF SAN ANTONIO	CYBERBULLYING AWARENESS	SHOOTERS FILMS San Antonio	USA
A23 (Charities & Appeals)				
#THEMANWHODIEDTHEMOST	AGENCE DE LA BIOMÉDECINE	ORGAN DONATION	DDB PARIS	FRANCE
#MAKEACHILDCRY	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	DDB PARIS	FRANCE
#NOEXCUSES	DOCTORS OF THE WORLD	DOCTORS OF THE WORLD	DDB PARIS	FRANCE
THE RESCUE	FUNDACION ARGENTINA DE TRASPLANTE HEPATICO	FOUNDATION	DDB BUENOS AIRES	ARGENTINA
THE MISSION	FUNDACIÓN PERUANA DE CÁNCER	COLECTA ANUAL	FAHRENHEIT DDB Lima	PERU
B01 (Food & Drinks)				
MUSIC VIDEO	MARS CHOCOLATE NORTH AMERICA	TWIX	BBDO New York	USA
THE 92ND FLOOR: CRYSTAL PEPSI RETURNS	PEPSICO.	CRYSTAL PEPSI	THE BARBARIAN GROUP New York	USA
THE FAIREST NIGHT OF ALL	AB INBEV	ANDES BEER	DEL CAMPO SAATCHI & SAATCHI Buenos Aires	ARGENTINA
MENTORS	PERFETTI VAN MELLE	MENTOS	BBH London	UNITED KINGDOM
SHUCHU REGAIN: THE EXTREME MINUET WORLD'S FASTEST ORCHESTRA	SUNTORY	SHUCHU REGAIN	PARTY Tokyo	JAPAN
SHOCK TOP - BIG GAME AD REVIEW WITH T.J. MILLER: A PERFECTLY UNFILTERED PAIRING	AB INBEV	SHOCK TOP	ANOMALY Toronto, ON	CANADA
NOT COMING SOON	REMY MARTIN	LOUIS XIII	FRED & FARID New York	USA
UNMATCHED	GATORADE	GATORADE	TBW/ACHAT/DAY Los Angeles	USA
B02 (Fast Moving Consumer Goods)				
THE STORY OF PHILIPPE	REMED PHARMA	CONDOM	BBDO BELGIUM Brussels	BELGIUM
ACT OF LOVE	SAGAMI RUBBER INDUSTRIES CO.	SAGAMI ORIGINAL	PROJECTOR New York	USA
HEARTS ALIGNED	MARS PETCARE AUSTRALIA	PEDIGREE	CLEMENGER BBDO MELBOURNE	AUSTRALIA
BLOOD	SCA	LIBRESSE/ BODY FORM	AMBBDO London	UNITED KINGDOM
B03 (Durable Consumer Goods)				

THE BOYS 'IMPACT'	PACIFIC BRANDS UNDERWEAR GROUP AUSTRALIA	BONDS	CLEMENGER BBDO MELBOURNE	AUSTRALIA
THE MIRACLE OF MULBERRY	MULBERRY	MULBERRY	ADAM&EVEDDB London	UNITED KINGDOM
THE RUNDEAD	BROOKS SPORTS	FOOTWEAR	LEO BURNETT CHICAGO	USA
UNDER ARMOUR USA WOMENS GYMNASTICS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA
UNDER ARMOUR PHELPS	UNDER ARMOUR	UNDER ARMOUR	DROGA5 New York	USA
B04 (Cars & Automotive Products & Services)				
THE REVERSED TRAILER	HARALD A. MØLLER/ VOLKSWAGEN NORWAY	VOLKSWAGEN TRAILER ASSIST	TRY Oslo	NORWAY
MOST OPEN TEST DRIVE	DAIMLER AG, SMART	SMART FORTWO CABRIO 453	BBDO GROUP GERMANY Berlin	GERMANY
#SMARTEFFECT	MERCEDES-BENZ PORTUGAL	SMART FORTWO	BBDO PORTUGAL Lisbon	PORTUGAL
PAPER	AMERICAN HONDA MOTOR CO.	HONDA	RPA Santa Monica	USA
B05 (Retail, e-Commerce, Restaurants & Fast Food Chains)				
ESSENTIALS FOR EVERYONE	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM
SHOPLIFTERS	HARVEY NICHOLS	LOYALTY APP	ADAM&EVEDDB London	UNITED KINGDOM
MOG'S CALAMITY	SAINSBURYS	SUPERMARKET	AMBBDO London	UNITED KINGDOM
WHOPPER SIGN	BURGER KING	FAST FOOD RESTAURANT	DAVID Mami	USA
GIFT FACE	HARVEY NICHOLS	HARVEY NICHOLS DEPARTMENT STORE	SCOUNDREL Sydney	AUSTRALIA
SPARE THE ACT- LAPTOP	DIXONS CARPHONE	CURRYS PC WORLD	AMBBDO London	UNITED KINGDOM
B06 (Travel, Transport & Leisure)				
DOPPELGÄNGER TOURISTS	MEXICAN TOURISM BOARD	MEXICO AS A TOURISTIC DESTINATION	LAPIZ Chicago	USA
SUPER BOWL BABIES CHOIR LONGFORM	NFL	NFL	GREY NEW YORK	USA
DREAMADVENTURES FILM	EXPEDIA	TRAVEL	180LA Santa Monica	USA
B07 (Media & Publications)				
THE RAT	NETFLIX	NETFLIX	TBW&CHIAT'DAY Los Angeles	USA
THE DISPLACED	THE NEW YORK TIMES	NYT VR	VRSE.WORKS Los Angeles	USA
WALKING NEW YORK	THE NEW YORK TIMES	THE NEW YORK TIMES MAGAZINE	VRSE.WORKS Los Angeles	USA
B08 (Financial Products & Services)				
LAKE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
HIKE	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
FOREST	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
GOING UP	GEICO	INSURANCE	THE MARTIN AGENCY Richmond	USA
B09 (Business Products & Services)				
ENDLESS POSSIBILITIES	GETTY IMAGES	GETTY IMAGES	ALMAPBBDO São Paulo	BRAZIL
B11 (Corporate Image & Sponsorship)				
CLOSE THE LOOP	H&M	CLOTHING, FOOTWEAR & ACCESSORIES	FORSMAN & BODENFORS Gothenburg	SWEDEN
CLOSE TO HOME	AT&T	AT&T	BBDO New York	USA
B12 (Public Health & Safety)				
TEXTING VS. DRIVING	CLIENT	NATIONAL DISTRACTED DRIVING MONTH	MULLENLOWE Boston	USA

QUAND L'AMOUR SERA MORT	DÉLÉGATION À LA SÉCURITÉ ROUTIÈRE (DSCR)	ROAD SAFETY	MLS GROUP - PUBLICIS CONSULTANTS Paris	FRANCE
MANBOOBS	MACMA	BREAST CANCER AWARENESS	DAVID Buenos Aires	ARGENTINA
B13 (Public Sector & Awareness Messages)				
THE REAL 10	AAUW	AAUW /	RETHINK Toronto	CANADA
DEARDADDY	CARE NORWAY	DOMESTIC VIOLENCE AWARENESS	SCHJAERVEN REKLAMEBYRÅ Oslo	NORWAY
THE UNACCEPTABLE ACCEPTANCE LETTERS	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
MS. ROBERT'S UNACCEPTABLE ACCEPTANCE LETTER	THE HUNTING GROUND	THE HUNTING GROUND	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA
GIRLS CAN'T CODE	GIRLS WHO CODE	NON-PROFIT	McCANN NEW YORK	USA
WAVES OF GRACE	THE UNITED NATIONS	THE UNITED NATIONS	VRSE.WORKS Los Angeles	USA
B14 (Charities & Appeals)				
WAITING LINES	RE-BORN TO BE ALIVE	ORGAN DONATION	DUVAL GUILLAUME Antwerp	BELGIUM
JUST ANOTHER DAY	SICK KIDS	HEALTH	J. WALTER THOMPSON CANADA Toronto	CANADA
HOW TO GET PERFECT RED LIPS	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA
HOW TO APPLY EYELINER	MAKE LOVE NOT SCARS	ACID ATTACK	OGILVY & MATHER MUMBAI	INDIA
THE LANGUAGE BARRIER	RØDE KORS (THE NORWEGIAN RED CROSS)	CHARITY	TRY Oslo	NORWAY
DUTY OF CARE	WAR CHILD	PROTECTING CHILDREN IN WAR	OGILVYONE LONDON	UNITED KINGDOM
C01 (Viral Film)				
#COVERTHEATHLETE	COVERTHEATHLETE.COM	#COVERTHEATHLETE	JOHN ST. Toronto	CANADA
LOOK WHO'S DRIVING	VOLVO TRUCKS	VOLVO FMX	FORSMAN & BODENFORS Gothenburg	SWEDEN
IMAGINE THE POSSIBILITIES	MATTEL	BARBIE	BBDO SAN FRANCISCO	USA
HOME FOR CHRISTMAS	EDEKA ZENTRALE & CO. KG	EDEKA	JUNG von MATT Hamburg	GERMANY
HIGH SCHOOL GIRL?	SHISEIDO CO.,	SHISEIDO'S PRODUCTS (MAJOLICA MAJORCA / INTEGRATE)	WATTS OF TOKYO	JAPAN
THE DILEMMA	HEINEKEN	HEINEKEN	PUBLICIS ITALY Milan	ITALY
ACTORS	UVK	MOVE THEATERS	Y&R Lima	PERU
MADDEN: THE MOVIE	EASPORTS	MADDEN NFL 16	HEAT San Francisco	USA
UNIVERSAL RIDE ALONG 2/CONAN REMOTE	UNIVERSAL STUDIOS	RIDE ALONG 2	TURNER BROADCASTING New York	USA
D02 (Private Screens & Events)				
JANE ST.	JOHN ST.	JOHN ST.	JOHN ST. Toronto	CANADA
D03 (Personal Screens)				
CELEBRITY TANTRUM	SAMSUNG AUSTRALIAN=	SAMSUNG TAB S2	LEO BURNETT SYDNEY	AUSTRALIA
D04 (Micro-Film)				
NIKE - SMALL SIDED - NIKE FOOTBALL VINE	NIKE	NIKE FOOTBALL	ICONOCLAST Culver City	USA
E01 (Short Non-Fiction Film (under 10 minutes))				
PLAY MY TWEET	FOOT LOCKER	FOOT LOCKER	BBDO New York	USA

EUROPEAN BIKE STEALING CHAMPIONSHIP 2015	ŠKODA AUTO A.S.	WE LOVE CYCLING	MUSTARD Prague	CZECH REPUBLIC
DRONE 100	INTEL	INTEL DRONE TECHNOLOGY	VIMBY Van Nuys	USA
NEVER ALONE	DIAGEO	GUINNESS	AMBBDO London	UNITED KINGDOM
E02 (Long Non-Fiction Film (over 10 minutes))				
COCAINENOMICS	NETFLIX	NARCOS	WSJ. CUSTOM STUDIOS New York	USA
SONS OF VIKRANT	BAJAJ	BAJAJ AUTOMOBILES	LEO BURNETT INDIA Mumbai	INDIA
UNFORGOTTEN	ILLINOIS COUNCIL AGAINST HANDGUN VIOLENCE	ANTI HANDGUN VIOLENCE	FCB CHICAGO	USA
E03 (Non-Fiction Series)				
LEVI'S® PRESENTS THE 501® JEAN: STORIES OF AN ORIGINAL	LEVI'S	LEVI'S 501® JEAN	WAYS & MEANS Los Angeles	USA
UNFAIRY TALES SERIES	UNICEF	HUMANITARIAN AID	180LA Santa Monica	USA
UNCHARTED: THE POWER OF DREAMS	AMERICAN HONDA MOTOR CO.	HONDA STAGE	WOVEN DIGITAL Culver City	USA
E04 (Short Fiction Film (under 10 minutes))				
BECOMING BECKHAM	H&M	H&M	ADAM&EVEDDB London	UNITED KINGDOM
THE RIGHT STUFF	20TH CENTURY FOX	THE MARTIAN	3AM New York	USA
DADS #SHARETHELOAD (60 SECS)	PROCTER & GAMBLE INDIA	ARIEL MATIC	BBDO INDIA Mumbai	INDIA
TOYOTA FUELED BY EVERYTHING (BACK TO THE FUTURE)	TOYOTA	MIRAI	DROGA5 New York	USA
E05 (Long Fiction Film (over 10 minutes))				
GENTLEMAN'S WAGER II	JOHNNIE WALKER - DIAGEO	JOHNNIE WALKER BLUE LABEL	RSA FILMS Los Angeles	USA
E06 (Fiction Film Series)				
SNACK TIME CASE STUDY	MILK WEST	MILK	DDB CANADA Vancouver	CANADA
THE TOUGH SELL	VOLKSWAGEN AUSTRALIA	GOLF	DDB Sydney	AUSTRALIA
NIKEWOMEN : MARGOT VS LILY	NIKE	CLOTHING, FOOTWEAR AND ACCESSORIES	WIEDEN+KENNEDY Portland	USA
E07 (Music Video)				
OK GO — UPSIDE DOWN & INSIDE OUT	S7 AIRLINES	S7 AIRLINES	TUTKOVBUKOV Volgograd	RUSSIA
VOODOO IN MY BLOOD	VGIN RECORDS	MASSIVE ATTACK FT. YOUNG FATHERS	RATTLING STICK London	UNITED KINGDOM
TARGET CREATES FIRST EVER LIVE MUSIC VIDEO WITH GWEN STEFANI	TARGET	RETAIL	DEUTSCH LA	USA
WIDE OPEN	VIRGIN EMI RECORDS	THE CHEMICAL BROTHERS	OUTSIDER London	UNITED KINGDOM
F01 (Use of TV/Cinema Film)				
GUN CRAZY	STATES UNITED TO PREVENT GUN VIOLENCE	SENSIBLE GUN LAWS	GREY NEW YORK	USA
HOUSE OF CARDS - FU 2016	NETFLIX	HOUSE OF CARDS	BBH NEW YORK	USA
F02 (Use of Online Film)				
PREROLL PETITIONS	PUBLICIS CANADA	PREROLL PETITION	PUBLICIS CANADA Toronto	CANADA
SEARCH RACISM FIND TRUTH.	REFUGEES WELCOME	NPO	FCB ZÜRICH	SWITZERLAND
DON'T LOOK AWAY	USHER	INTERACTIVE MUSIC VIDEO	AKQA São Paulo	BRAZIL
SOUND OF CHANGE – SUPPORTING BUSKERS BEYOND THE STREETS	SOUND OF CHANGE	MUSIC LABEL SOUND OF CHANGE	POSSIBLE Seattle	USA
THE FASTEST SOAP	PROXIMUS	MOBILE NETWORK	BBDO BELGIUM Brussels	BELGIUM

F03 (Use of Other Film Content)				
IN-A-SNAP	LOWE'S	LOWE'S	BBDO New York	USA

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