



**&LARRY / SINGAPORE +
 CHUAN PICTURES / SINGAPORE +
 TATE ANZUR / SINGAPORE**

Design: Consumer – Publication Design – Book Layout Design	Chuan Pictures	7 Letters	Silver
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**180LA / SANTA MONICA +
 HOUSE OF COLORS / LOS ANGELES**

Film: Craft – Animation	UNICEF	Malak and the Boat	Bronze
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360i / NEW YORK

Direct: Consumer – Digital – Data-Driven Personalization	Canon USA	Canon Photo Coach	Silver
Public Relations: Consumer – Brands, Products & Services – Community Building	Oscar Mayer	Sizzl	Bronze
Mobile: Consumer – Applications & Sites – Social Networks / Community	Oscar Mayer	Sizzl	Bronze

**3AM / CULVER CITY +
 RSA FILMS / LOS ANGELES**

Cross-Platform: Consumer – Integrated Branding – Online	20th Century Fox	The Martian Prologue Campaign	Silver
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**3SG BBDO / TUNIS +
 PIXELTRADE / TUNIS**

Mobile: Corporate Social Responsibility – Use of Technology	Samsung	Backup Memory	Gold
Direct: Consumer – Digital – Mobile	Samsung	Backup Memory	Silver

72ANDSUNNY / AMSTERDAM

Film: Consumer – Cinema Advertising – 90 Seconds & Under (Short Form) – Single	Unilever (AXE)	AXE - The Thing	Silver
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**72ANDSUNNY / AMSTERDAM +
 STINK / LONDON +
 STINK / LOS ANGELES**

Film: Craft – Direction	Samsung	We Are Greater Than I	Bronze
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72ANDSUNNY / LOS ANGELES

Design: Consumer – Broadcast & Moving Image – Short Films & Videos	Google	Year In Search 2015	Silver
Film: Consumer – Cinema Advertising – Over 90 Seconds (Long Form) – Single	Google	Year In Search 2015	Bronze

**72ANDSUNNY / LOS ANGELES +
 UNIT9 / LONDON**

UX / UI: Innovation in Mobile UX/UI	Google, Disney, Industrial Light & Magic, Lucasfilm	Lightsaber Escape: A Chrome Experiment	Silver
Branded Entertainment: Consumer – Gaming & Mobile – Branded Gaming	Google, Disney, Industrial Light & Magic, Lucasfilm	Lightsaber Escape: A Chrome Experiment	Silver

84.PARIS / PARIS

Interactive: Consumer – Websites – Travel, Entertainment & Leisure	Because Music	Because Recollection	Silver
UX / UI: Consumer – Web – User Experience	Because Music	Because Recollection	Bronze

**ADAM&EVEDDB / LONDON +
 BLINK / LONDON +
 FINAL CUT / LONDON +
 MPC / LONDON**

Film: Consumer – Cinema Advertising – 90 Seconds & Under (Short Form) – Single	John Lewis Insurance	Tiny Dancer	Gold
Film: Consumer – Television – Over 60 Second – Single	John Lewis Insurance	Tiny Dancer	Gold
Film: Consumer – Television – 60 Second – Single	John Lewis Insurance	Tiny Dancer	Silver



**ADAM&EVEDDB / LONDON +
 BLINK / LONDON +
 ZENITH OPTIMEDIA / LONDON +
 THE MILL / LONDON**

*** BEST OF FILM**

Film: Consumer – Online Films & Video – Short Form – Single	Harvey Nichols	Shoplifters	Gold
Film: Consumer – Cinema Advertising – 90 Seconds & Under (Short Form) – Single	Harvey Nichols	Shoplifters	Gold
Branded Entertainment: Consumer – Online – Short Form Videos	Harvey Nichols	Shoplifters	Gold

**ADAM&EVEDDB / LONDON +
 SOMESUCH / LONDON +
 MANNING GOTLIEB OMD / LONDON +
 THE MILL / LONDON +
 TRIM / LONDON**

Film: Consumer – Television – Over 60 Second – Single	John Lewis	The Man on the Moon	Gold
Film: Craft – Music / Sound	John Lewis	The Man on the Moon	Bronze
Film: Consumer – Online Films & Video – Short Form – Single	John Lewis	The Man on the Moon	Bronze
Cross-Platform: Consumer – Integrated Branding	John Lewis	The Man on the Moon	Bronze

**ADAM&EVEDDB / LONDON +
 SONNY / LONDON +
 MARSHALL STREET EDITORS / LONDON +
 THE MILL / LONDON**

Branded Entertainment: Consumer – Online – Long Form Videos	H&M	Becoming Beckham	Bronze
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**ADAM&EVEDDB / LONDON +
 STANLEY'S KING HENRY / LONDON**

Print & Outdoor: Consumer – Newspaper – Full Page or Spread – Campaign	Harvey Nichols	Style Fanatics	Silver
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**AIR / BRUSSELS +
 LOVO FILMS / BRUSSELS +
 GLOBULE BLEU / BRUSSELS +
 WHYTE / BRUSSELS**

*** BEST OF INTERACTIVE**

Interactive: Consumer – Websites – Travel, Entertainment & Leisure	visit.brussels	Call Brussels	Gold
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**AKQA / LONDON +
 AKQA / SHANGHAI +
 ARTISAN / LONDON +
 WISPARK / SHANGHAI**

Branded Entertainment: Innovation in Branded Entertainment	Nike Basketball	Nike Rise China 2.0 - Innovation	Silver
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**AKQA / SAN FRANCISCO +
 LOS YORK / LOS ANGELES**

*** BEST OF RESPONSIVE ENVIRONMENTS**

Responsive Environments: Consumer – Immersive – Exhibitions	Jordan Brand	The Last Shot	Gold
Direct: Consumer – Ambient / Environmental	Jordan Brand	The Last Shot	Gold
Design: Consumer – Environmental / Immersive Design – Brand Installations	Jordan Brand	The Last Shot	Gold
Responsive Environments: Innovation – Use of Technology	Jordan Brand	The Last Shot	Silver
Design: Innovation in Environmental / Immersive Design	Jordan Brand	The Last Shot	Silver
Print & Outdoor: Innovation in Ambient Media	Jordan Brand	The Last Shot	Bronze
Print & Outdoor: Consumer – Ambient Media – Outdoor Installations & Ambient – Single	Jordan Brand	The Last Shot	Bronze

**AKQA / SÃO PAULO +
 AKQA / LONDON**

UX / UI: Corporate Social Responsibility – Web	Usher	Don't Look Away	Gold
Film: Innovation in Film	Usher	Don't Look Away	Silver



ALMAPBDO / SÃO PAULO

Print & Outdoor: Consumer – Trade – Full Page or Spread – Campaign	Getty Images	20 Years	Gold
Print & Outdoor: Consumer – Newspaper – Full Page or Spread – Campaign	Getty Images	20 Years	Gold
Print & Outdoor: Consumer – Collateral – Posters – Campaign	Getty Images	20 Years	Bronze
Interactive: Corporate Social Responsibility – Online Advertising	Mars	First Days Out	Bronze

AMVBBDO / LONDON

Film: Consumer – Television – Commercials of Varying Length – Campaign	Curry's PC World	Spare the Act	Silver
Film: Consumer – Cinema Advertising – Over 90 Seconds (Long Form) – Single	Curry's PC World	Spare the Act – Laptop	Silver
Film: Consumer – Online Films & Video – Long Form – Single	Diageo	Guinness – Never Alone Doc	Bronze
Film: Craft – Animation	Sainsbury's	Mog's Christmas Calamity	Silver

ANOMALY / NEW YORK

Interactive: Non-Profit – Websites	MyMusicRx	Bedstock	Silver
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**ANOMALY / NEW YORK +
 RSA PRODUCTIONS / LOS ANGELES**

Branded Entertainment: Craft – Cinematography	Johnnie Walker	Gentlemen's Wager II	Silver
Branded Entertainment: Consumer – Broadcast & Film – Branded Film	Johnnie Walker	Gentlemen's Wager II	Bronze

**ARNOLD WORLDWIDE / NEW YORK +
 HAVAS WORLDWIDE / NEW YORK**

Public Relations Craft – Response / Real-Time Activity	Reese's	#AllTreesAreBeautiful	Gold
Social Media: Consumer – Branded Social Post	Reese's	#AllTreesAreBeautiful	Bronze



ATOMIC 212 / SYDNEY

Public Relations: Consumer – Brands, Products & Services – Media Relations	Double Robotics	Lucy the Robot	Silver
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AYZENBERG / PASADENA

Radio: Consumer – Branded Podcast	Xbox / 343 Industries	HUNT the TRUTH Podcast	Silver
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**BARRETTSF / SAN FRANCISCO +
 BLEACHER REPORT / SAN FRANCISCO +
 GENTLEMAN SCHOLAR / LOS ANGELES**

Branded Entertainment: Craft – Animation	Bleacher Report	Sports Alphabet	Gold
Branded Entertainment: Consumer – Music – Music Videos	Bleacher Report	Sports Alphabet	Silver

**BARTON F. GRAF / NEW YORK +
 SMITH & JONES FILMS / LONDON**

Film: Consumer – Television – 20 Second & Under – Single	Scotts Miracle-Gro	Tomcat - Tailpipe :15 (TV)	Bronze
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BAUMANN BER RIVNAY SAATCHI & SAATCHI / RAMAT GAN

Mobile: Non-Profit – Advertising on Mobile Devices	World Health Organization	The Day Shazam Went Deaf	Silver
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BBDO / BANGKOK

Intellectual Property: Corporate Social Responsibility – Physical / Digital	Duang Prateep Foundation	Motorepellent	Bronze
Mobile: Corporate Social Responsibility – Applications & Sites	Thai Samsung Electronics Company Limited	Samsung Memory Recaller	Bronze



**BBDO / BANGKOK +
 MONTAGE STUDIO / BANGKOK**

Print & Outdoor: Consumer – Magazine – Full Page or Spread – Single	Air Asia	Beach	Bronze
Print & Outdoor: Consumer – Magazine – Full Page or Spread – Single	Air Asia	Mountain	Bronze

BBDO / BELGIUM

Direct: Consumer – Print – Dimensional Mailing	Love Condom	Football or Father	Silver
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BBDO / NEW YORK

Film: Craft – Editing	AT&T	Close To Home	Gold
Film: Craft – Cinematography	AT&T	Close To Home	Gold
Film: Corporate Social Responsibility – Online Films & Video	AT&T	Close To Home	Gold
Branded Entertainment: Craft – Music / Sound	AT&T	Close To Home	Silver
Radio: Consumer – Branded Podcast	GE	GE Podcast Theatre presents The Message	Gold
Film: Consumer – Television – 30 Second – Single	Mars Chocolate North America / Snickers	Marilyn	Bronze

BBDO / TORONTO

Mobile: Consumer – Applications & Sites – Branded Games	PepsiCo Foods Canada	Doritos Ketchup "The Hold Out"	Bronze
Print & Outdoor: Craft – Writing	shomi	iZombie's Guide to Surviving Among the Living	Bronze
Print & Outdoor: Consumer – Ambient Media – Pop-Ups	Wrigley Canada	Skittles Holiday Pawn Shop	Bronze
Design: Consumer – Environmental / Immersive Design – Brand Installations	Wrigley Canada	Skittles Holiday Pawn Shop	Bronze

BBDO BELGIUM / BRUSSELS

Radio: Consumer – Advertising – Campaign	SBS Belgium	Crime Night	Bronze
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BBDO INDIA / MUMBAI

Public Relations: Consumer – Brands, Products & Services – Integrated Campaign	P&G India	Ariel - Share The Load	Silver
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BBDO RUSSIA GROUP / MOSCOW

Interactive: Consumer – Advertising – Interactive Video	INTOUCH insurance	Mortal Timeline	Bronze
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**BBDO RUSSIA GROUP / MOSCOW +
 PROXIMITY RUSSIA / MOSCOW**

Direct: Consumer – Digital – Websites, Microsites & Banners	3M	The Banner That Makes You Like Banners	Gold
Interactive: Consumer – Advertising – Banners	3M	The Banner That Makes You Like Banners	Silver

**BBH / LONDON +
 BLACK SHEEP STUDIOS / LONDON +
 FACTORY SOUND / LONDON +
 NICE & POLITE / LONDON**

Film: Craft – Writing	British Fashion Council	Now in Soho	Gold
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**BBH / LONDON +
 MILL+ / LONDON +
 STRING AND TINS / LONDON +
 THE MILL / LONDON**

Film: Craft – Music / Sound	Audi	Birth	Gold
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**BBH / LONDON +
 OUTSIDER / LONDON +
 MPC / LONDON +
 FACTORY / LONDON**

Film: Consumer – Television – 30 Second – Single	The Guardian & Observer	Dinner Party	Gold
Film: Consumer – Television – 30 Second – Single	The Guardian & Observer	Fun Run	Silver
Film: Consumer – Television – 30 Second – Campaign	The Guardian & Observer	Own Your Weekend. Or Someone Else Will.	Bronze



**BBH / LONDON +
 WELLCOM / LONDON +
 750MPH / LONDON**

Interactive: Consumer – Websites – Footwear, Clothing & Accessories	Clarks	Unboxed	Bronze
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BBH / NEW YORK

Branded Entertainment: Consumer – Other Branded Content – Custom Content	Netflix	House of Cards - FU 2016	Gold
Cross-Platform: Consumer – Integrated Branding	Netflix	House of Cards - FU 2016	Silver
Interactive: Consumer – Websites – Publications & Media	Netflix	House of Cards - FU 2016	Bronze
Print & Outdoor: Consumer – Collateral – Promotional Items	Seamless	How New York Eats	Bronze

BETC / PARIS

Film: Craft – Cinematography	CANAL+	The Stone	Bronze
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**BETC / PARIS +
 BETC DIGITAL / PARIS**

*** BEST OF DIRECT**

Direct: Consumer – Digital – Websites, Microsites & Banners	CANAL+	The interactive form	Gold
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BLUEDIGITAL / BEIJING

Interactive: Innovation in Websites	Baidu	"See you again, Kathmandu" - Baidu's recovery program for monuments in Nepal	Silver
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BRAVO/Y&R / MIAMI

Radio: Craft – Music / Sound	Popklik	Conference Room	Silver
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BUCK DESIGN / NEW YORK

Design: Craft – Animation	Alcoholics Anonymous	Doors	Silver
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**BULLET / TOKYO +
 WAKYO SHOUTEN / TOKYO**

Design: Consumer – Package Design	Imayotsukasa Sake Brewery Co.	Japanese Sake KOI	Gold
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**CARMICHAEL LYNCH / MINNEAPOLIS +
 RESN / AMSTERDAM**

Interactive: Corporate Social Responsibility – Websites	Subaru of America	Subaru Environmental Website featuring the National Parks Zero Landfill Initiative	Bronze
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CHEIL / HONG KONG

Mobile: Non-Profit – Applications & Sites	Save The Children	Missing Child' Lock Screens	Silver
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**CHEIL WORLDWIDE / LONDON +
 UNIT9 / LONDON**

UX / UI: Consumer – Mobile – Utility	Samsung Electronics & The Royal Shakespeare Company	RE:Shakespeare	Bronze
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CHEIL WORLDWIDE / SEOUL

Mobile: Corporate Social Responsibility – Use of Technology	KT	KT Life Saving TV	Bronze
Design: Corporate Social Responsibility – Data Visualization	Samsung	The Last Wish	Bronze

CHI&PARTNERS / LONDON

Intellectual Property: Innovation – Experimental / Internal Projects / R&D	Lexus International	Slide	Silver
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CLEMENGER BBDO / MELBOURNE

Interactive: Consumer – Websites – Durable Goods	Origin Energy	Rate My Roof	Gold
Film: Corporate Social Responsibility – Television (Any Length) – Single	Transport Accident Commission	Strings	Bronze

COLENSO BBDO / AUCKLAND

Direct: Corporate Social Responsibility – Ambient / Environmental	Volkswagen	Reduce Speed Dial	Gold
Print & Outdoor: Innovation in Ambient Media	Volkswagen	Reduce Speed Dial	Silver

COMMONWEALTH//MCCANN / DETROIT

Public Relations: Consumer – Brands, Products & Services – Integrated Campaign	Chevrolet	Technology & Stuff	Bronze
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CONCRETE DESIGN COMMUNICATIONS / TORONTO

Design: Consumer – Publication Design – Book Layout Design	Wayward Arts	Words of Protest	Bronze
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CONILL / MIAMI, LOS ANGELES

Print & Outdoor: Consumer – Ambient Media – Billboards or Transit – Single	Toyota	Más que un auto	Bronze
Direct: Consumer – Print – Flat Mailing	Toyota	Más que un Auto	Bronze

COSSETTE / TORONTO

Film: Innovation in Film	Sickkids Foundation	Life Unpaused	Gold
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CP+B / BOULDER

Print & Outdoor: Consumer – Ambient Media – Outdoor Installations & Ambient – Single	Domino's	DXP	Silver
Social Media: Innovation in Social Media	Domino's	Emoji Ordering	Bronze
Print & Outdoor: Consumer – Ambient Media – Pop-Ups	Domino's	Pizza School	Bronze

**CP+B / BOULDER +
 BISCUIT / LOS ANGELES**

Social Media: Consumer – Branded Social Post	Hotels.com	Silent Ads	Bronze
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DAIKOKU DESIGN INSTITUTE, THE NIPPON DESIGN CENTER / TOKYO

Design: Non-Profit – Brand Identity (New or Rebrand)	Hachioji	Takao 599 Museum	Bronze
Design: Non-Profit – Collateral Design	Musashino Art University	Musashino Art University 2016	Bronze

DDB / NEW YORK

Print & Outdoor: Craft – Art Direction	WCFF	Endangered Love	Silver
Print & Outdoor: Non-Profit – Collateral	WCFF	Endangered Love	Silver

**DDB / PARIS +
 WANDA / PARIS +
 THE / PARIS**

Film: Craft – Direction	Agence de la Biomedecine - Organ donation	The man who died the most	Bronze
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**DDB ARGENTINA / BUENOS AIRES +
 CENTRAL FILMS / MEXICO**

Film: Non-Profit – Television (Any Length) – Single	Fundación Argentina de Trasplante Hepatico	The Man & The Dog	Gold
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DDB GROUP / MELBOURNE

Public Relations: Non-Profit – Brands, Products & Services	Kidsafe	The Unconventional Oven	Bronze
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DDB GROUP NEW ZEALAND / AUCKLAND

Design: Consumer – Environmental / Immersive Design – Outdoor Spaces	SKY TV	Unforgotten Soldiers	Gold
Branded Entertainment: Consumer – Other Branded Content – Live Events	SKY TV	Unforgotten Soldiers	Silver
Cross-Platform: Consumer – Experiential Advertising – Installations	SKY TV	Unforgotten Soldiers	Bronze

DDB SPAIN / MADRID

UX / UI: Non-Profit – Cross-Channel	No somos delito (We are not crime)	Holograms for Freedom	Gold
Responsive Environments: Innovation – Use of Technology	No somos delito (We are not crime)	Holograms for Freedom	Gold
Print & Outdoor: Innovation in Ambient Media	No somos delito (We are not crime)	Holograms for Freedom	Gold
Print & Outdoor: Non-Profit – Ambient Media	No somos delito (We are not crime)	Holograms for Freedom	Gold
Design: Innovation in Environmental / Immersive Design	No somos delito (We are not crime)	Holograms for Freedom	Gold
Cross-Platform: Non-Profit – Experiential Advertising	No somos delito (We are not crime)	Holograms for Freedom	Gold
Direct: Non-Profit – Ambient / Environmental	No somos delito (We are not crime)	Holograms for Freedom	Silver

DEELOCAL / PITTSBURGH

Interactive: Innovation in Online Advertising	Netflix	Netflix socks	Bronze
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DEL CAMPO SAATCHI & SAATCHI / BUENOS AIRES

Film: Consumer – Television – 60 Second – Campaign	Andes Beer	Hagglers	Bronze
Print & Outdoor: Consumer – Ambient Media – Outdoor Installations & Ambient – Single	Andes Beer	The Fairest Night of All	Gold



DENTSU / TOKYO

*** BEST OF DESIGN**

Interactive: Craft – Animation / Motion Graphics	Kirin	Green Name	Bronze
Design: Innovation in Package Design	Kokuyo	Nameless Paints	* Gold
Design: Craft – Photography	TV TOKYO Corporation	World Table Tennis Championships 2015	Silver
Design: Consumer – Collateral Design – Posters – Series	TV TOKYO Corporation	World Table Tennis Championships 2015	Silver

**DENTSU / TOKYO +
 DENTSU TEC / TOKYO +
 INFORMATION SERVICES INTERNATIONAL-DENTSU / TOKYO**

Intellectual Property: Innovation – Experimental / Internal Projects / R&D	Toyota	Open Road Project	Gold
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**DENTSU / TOKYO +
 TAKI CORPORATION / TOKYO**

Design: Consumer – Brand Identity – Series	Aeon Fantasy	Game Spot Palo	Silver
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**DENTSU / TOKYO +
 TOHOKUSHINSHA FILM CORPORATION / TOKYO +
 SAKANO PHOTO OFFICE / TOKYO +
 ADBRAIN / TOKYO**

Design: Craft – Illustration	Turner Colour Works	Painting of Paints	Gold
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DENTSU INDONESIA / JAKARTA

Responsive Environments: Corporate Social Responsibility – Immersive	Forest Guardians Indonesia	Ghosts	Silver
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DESIGN ARMY / WASHINGTON, DC

Design: Consumer – Broadcast & Moving Image – Short Films & Videos	Georgetown Optician	Our Family Knows Glasses	Bronze
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DEUTSCH / LOS ANGELES

*** BEST OF SOCIAL MEDIA**

Social Media: Consumer – Branded Social Campaign	Taco Bell	Taco Emoji Engine	* Gold
Interactive: Craft – Sound Design	Volkswagen	Sharks ReScored	Bronze
Branded Entertainment: Consumer – Other Branded Content – User Generated Content	Volkswagen	Unleash Your Rrrr	Bronze

DEUTSCH / NEW YORK

Social Media: Consumer – Social Media Page by a Brand	Krylon	The First Ever Pinterest Yard Sale	Gold
Cross-Platform: Consumer – Experiential Advertising – Events & Competitions	Krylon	The First Ever Pinterest Yard Sale	Bronze
Direct: Non-Profit – Digital (Websites, Mobile, Social Media)	WATERisLIFE	The Art Heist For Good	Bronze

**DEUTSCH / NEW YORK +
DUMMY FILMS / VENICE**

Film: Consumer – Television – 20 Second & Under – Single	Sherwin Williams	Chair	Bronze
Film: Consumer – Television – Commercials of Varying Length – Campaign	Sherwin Williams	Yard Sale	Bronze

DIESTE / DALLAS

Direct: Non-Profit – Digital (Websites, Mobile, Social Media)	Dallas Pets Alive	Adoptable Trends	Silver
Branded Entertainment: Consumer – Other Branded Content – Custom Content	Dallas Pets Alive	Adoptable Trends	Silver

DIGITASLBI NORTH AMERICA / NEW YORK

UX / UI: Consumer – Mobile – Utility	Teladoc	Teladoc Member App	Gold
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DROGA5 / NEW YORK

Film: Consumer – Television – 30 Second – Campaign	Johnsonville	We Don't Make Sausage. We Make Family. And Sausage.	Bronze
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**DROGA5 / NEW YORK +
 DROGA5 STUDIOS / NEW YORK**

Branded Entertainment: Consumer – Other Branded Content – Co-Promotions	Johnsonville	Sausage Nonnas	Silver
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**DROGA5 / NEW YORK +
 GOOGLE ANDROID / NEW YORK +
 THE MILL / NEW YORK**

Film: Consumer – Online Films & Video – Short Form – Single	Google Android	Friends Furever	Silver
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Film: Consumer – Television – 60 Second – Single	Google Android	Friends Furever	Bronze
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**DROGA5 / NEW YORK +
 RESET / SANTA MONICA**

Film: Craft – Editing	Under Armour	Rule Yourself	Bronze
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Film: Craft – Cinematography	Under Armour	Rule Yourself	Bronze
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Film: Consumer – Online Films & Video – Short Form – Single	Under Armour	Rule Yourself	Bronze
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**DROGA5 / NEW YORK +
 QUILTED NORTHERN / ATLANTA +
 SMUGGLER / NEW YORK +
 METHOD / NEW YORK, ATLANTA**

Film: Consumer – Television – 30 Second – Campaign	Quilted Northern	Designed to be Forgotten	Silver
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**DROGA5 / SYDNEY +
 THE SWEET SHOP / SYDNEY +
 HECKLER / SYDNEY**

Film: Craft – Editing	Heineken	Wok	Bronze
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EMUNI LLP. / TOKYO

Design: Consumer – Collateral Design – Posters – Series	Earth & Salt	Shapes	Gold
Design: Consumer – Collateral Design – Posters – Series	Rapyard	Loading	Gold

ENERGY BBDO / CHICAGO

Design: Consumer – Collateral Design – Promotional Items	S.C. Johnson	Raid® "Roach Restaurants"	Bronze
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ENGINE / LONDON

Public Relations: Non-Profit – Brands, Products & Services	Engine	Missing Type	Silver
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F/NAZCA SAATCHI & SAATCHI / SÃO PAULO

Direct: Craft – Printing / Production	D&AD	Are You Next? (Production Case)	Bronze
Print & Outdoor: Consumer – Trade – Full Page or Spread – Campaign	Leica Gallery São Paulo	Everything in Black & White	Bronze
Design: Craft – Typography	Nissin Ajinomoto	Celebrating 50 Years in Brazil	Silver
Design: Consumer – Collateral Design – Posters – Series	Nissin Ajinomoto	Celebrating 50 Years in Brazil	Bronze

FCB / CHICAGO

Print & Outdoor: Craft – Writing	Archer+Wolf	...And That's The Smell of Archer	Gold
Print & Outdoor: Consumer – Collateral – Posters – Campaign	Archer+Wolf	...And That's The Smell of Archer	Silver
Print & Outdoor: Craft – Art Direction	Boeing	Flypaper	Bronze
Print & Outdoor: Consumer – Collateral – P.O.P. & In-Store – Campaign	Boeing	Flypaper	Bronze
Interactive: Non-Profit – Online Advertising	Illinois Council Against Handgun Violence	The Unforgotten	Gold
Branded Entertainment: Corporate Social Responsibility – Branded Online	Illinois Council Against Handgun Violence	The Unforgotten	Gold
Print & Outdoor: Non-Profit – Ambient Media	Illinois Council Against Handgun Violence	The Unforgotten	Silver



FCB / CHICAGO (CONT.)

Design: Non-Profit – Environmental / Immersive Design	Illinois Council Against Handgun Violence	The Unforgotten	Bronze
Mobile: Consumer – Applications & Sites – Consumer Goods	Joe Boxer	Inactivity Tracker	Gold
Public Relations: Consumer – Brands, Products & Services – Community Building	Valspar	Color for the Colorblind	Silver

FCB 1886 / JOHANNESBURG

Radio: Craft – Music / Sound	Cell C	Igugu	Gold
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FCB BRASIL / SÃO PAULO

Direct: Innovation in Direct Marketing	BDF Nivea Brasil	Nivea Doll	Gold
Cross-Platform: Consumer – Experiential Advertising – Guerilla	BDF Nivea Brasil	Nivea Doll	Gold
Print & Outdoor: Consumer – Collateral – Promotional Items	BDF Nivea Brasil	Nivea Doll	Silver
Print & Outdoor: Innovation in Ambient Media	BDF Nivea Brasil	Nivea Doll	Bronze
UX / UI: Consumer – Cross-Channel – Utility	CNA	Hello Pizza	Silver
Branded Entertainment: Consumer – Other Branded Content – Custom Content	Smiles	Trip Book Smiles	Bronze

FCB INFERNO / LONDON

Film: Craft – Editing	Sport England	This Girl Can	Silver
Film: Non-Profit – Cinema Advertising	Sport England	This Girl Can	Bronze
Film: Non-Profit – Television (Any Length) – Single	Sport England	This Girl Can	Bronze

FCB NEW ZEALAND / AUCKLAND

Print & Outdoor: Craft – Writing	Paper Plus Group	Read Better Stories - Gym	Bronze
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FORSMAN & BODENFORS / GOTHENBURG

Cross-Platform: Non-Profit – Experiential Advertising	United Nations World Food Programme	805 Million Names	Bronze
Branded Entertainment: Consumer – Other Branded Content – Live Events	United Nations World Food Programme	805 Million Names	Bronze
Branded Entertainment: Consumer – Online – Short Form Videos	Volvo Trucks	Look Who's Driving	Gold

**FORSMAN & BODENFORS / GOTHENBURG +
 STOPP / STOCKHOLM +
 OMD / STOCKHOLM**

UX / UI: Corporate Social Responsibility – Mobile	IF Insurance	The Slow Down GPS	Silver
Direct: Corporate Social Responsibility – Digital (Websites, Mobile, Social Media)	If Insurance	The Slow Down GPS	Bronze

**FRED & FARID / NEW YORK +
 MOONWALK / NEW YORK**

*** BEST OF BRANDED ENTERTAINMENT**

Branded Entertainment: Consumer – Brand or Product Integration into Storyline – Film	Remy Cointreau / Louis XIII	#NOTCOMINGSOON	Gold
Branded Entertainment: Innovation in Branded Entertainment	Remy Cointreau / Louis XIII	#NOTCOMINGSOON	Bronze

**FRED & FARID / PARIS +
 KILLDEATH / PARIS**

Public Relations: Non-Profit – Brands, Products & Services	Prodiss	#MaPlaceEstDansLaSalle	Gold
Public Relations: Craft – Brand Voice	Prodiss	#MaPlaceEstDansLaSalle	Bronze
Direct: Non-Profit – Digital (Websites, Mobile, Social Media)	Prodiss	#MaPlaceEstDansLaSalle	Bronze

**GARBERGS / STOCKHOLM +
 RIVER/ISBIT / STOCKHOLM**

Interactive: Consumer – Websites – Branded Games	Björn Borg	First Person Lover	Gold
Branded Entertainment: Consumer – Gaming & Mobile – Branded Gaming	Björn Borg	First Person Lover	Bronze



**GEOMETRY GLOBAL / DUBAI +
 MEMAC OGILVY / DUBAI**

Radio: Innovation in Radio	Roads and Transport Authority	Back Off Radio	Silver
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GEORGE PATTERSON Y&R / BRISBANE

Social Media: Non-Profit – Branded Social Campaign	Melanoma Patients Australia	Melanoma Likes Me	Gold
Direct: Non-Profit – Digital (Websites, Mobile, Social Media)	Melanoma Patients Australia	Melanoma Likes Me	Gold

GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO

Design: Innovation in Collateral Design	Bay Area Council	Talk, Read, Sing	Silver
Design: Non-Profit – Collateral Design	Bay Area Council	Talk, Read, Sing	Bronze
Social Media: Corporate Social Responsibility – Branded Social Campaign	Doritos	Rainbows	Silver
Public Relations: Consumer – Brands, Products & Services – Community Building	Doritos	Rainbows	Bronze
Mobile: Non-Profit – Use of Technology	The Dalí Museum	Dreams of Dalí	Silver
Design: Non-Profit – Environmental / Immersive Design	The Dalí Museum	Dreams of Dalí	Bronze

**GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO +
 BISCUIT FILMWORKS / LOS ANGELES +
 ROCK PAPER SCISSORS / SANTA MONICA**

Cross-Platform: Consumer – Integrated Branding	Comcast/XFINITY	Emily's Oz	Gold
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**GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO +
 MOONBOT STUDIOS / SHREVEPORT +
 MUTATO MUZIKA / WEST HOLLYWOOD +
 STIMMUNG / SANTA MONICA**

Design: Innovation in Brand Identity (New or Rebrand)	Ad Council	I Am A Witness	Silver
Cross-Platform: Non-Profit – Integrated Branding	Ad Council	I Am A Witness	Bronze



**GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO +
 ROCK PAPER SCISSORS / SANTA MONICA +
 ELEVEL FILMS/GOODBY SILVERSTEIN & PARTNERS / SAN FRANCISCO**

Film: Consumer – Online Films & Video – User Generated Content	Adobe	Dream On	Gold
Design: Consumer – Broadcast & Moving Image – Short Films & Videos	Adobe	Dream On	Bronze

**GOOGLE CREATIVE LAB / LONDON +
 STINKDIGITAL / LONDON**

UX / UI: Consumer – Web – User Experience	Google	Inside Abbey Road	Silver
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GRABARZ & PARTNER / HAMBURG

Design: Craft – Illustration	Robin Wood	Disappearing Animals	Bronze
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**GRABARZ & PARTNER / HAMBURG +
 ZDK GESELLSCHAFT DEMOKRATISCHE KULTUR / BERLIN**

Public Relations: Craft – Response / Real-Time Activity	ZDK - Gesellschaft Demokratische Kultur	Donate The Hate - The Involuntary Online Donation	Silver
Social Media: Non-Profit – Branded Social Campaign	ZDK - Gesellschaft Demokratische Kultur	Donate The Hate - The Involuntary Online Donation	Bronze

GRAND DELUXE / MATSUYAMA

Design: Craft – Typography	Hori Architect	Blueprint of Typographic Landscape	Gold
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GREY / LONDON

Film: Non-Profit – Online Films & Video	Mumsnet	Ellee Mae	Silver
Film: Non-Profit – Television (Any Length) – Single	Mumsnet	Ellee Mae	Silver



**GREY / LONDON +
 ALBEDO100 / MALMÖ**

Cross-Platform: Corporate Social Responsibility – Experiential Advertising	Volvo Car UK	Volvo LifePaint	Gold
Design: Corporate Social Responsibility – Environmental / Immersive Design	Volvo Car UK	Volvo LifePaint	Silver
Cross-Platform: Corporate Social Responsibility – Integrated Branding	Volvo Car UK	Volvo LifePaint	Bronze

GREY / NEW YORK

Direct: Consumer – Digital – Social Media & Viral Marketing	Volvo	Interception	Gold
Cross-Platform: Consumer – Experiential Advertising – Events & Competitions	Volvo	Interception	Gold

**GREY / NEW YORK +
 CHELSEA / NEW YORK +
 ROCK PAPER SCISSORS / NEW YORK**

Film: Corporate Social Responsibility – Television (Any Length) – Single	National Football League	Listen	Gold
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**GREY / NEW YORK +
 PARK PICTURES / NEW YORK +
 TOWNHOUSE23 / NEW YORK +
 EXILE / NEW YORK**

Branded Entertainment: Consumer – Music – Creative Use of Music Supporting a Brand	National Football League	Super Bowl Babies	Gold
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**GREY / NEW YORK +
 RIVAL SCHOOL PICTURES / NEW YORK +
 THE MILL / NEW YORK**

Print & Outdoor: Non-Profit – Ambient Media	States United to Prevent Gun Violence	The Gun Shop	Gold
Film: Non-Profit – Online Films & Video	States United to Prevent Gun Violence	The Gun Shop	Gold
Direct: Non-Profit – Ambient / Environmental	States United to Prevent Gun Violence	The Gun Shop	Gold
Design: Non-Profit – Environmental / Immersive Design	States United to Prevent Gun Violence	The Gun Shop	Gold
Cross-Platform: Non-Profit – Integrated Branding	States United to Prevent Gun Violence	The Gun Shop	Gold
Cross-Platform: Non-Profit – Experiential Advertising	States United to Prevent Gun Violence	The Gun Shop	Gold
Public Relations: Non-Profit – Public Affairs / Politics / Lobbying	States United to Prevent Gun Violence	The Gun Shop	Silver

GREY / SAN FRANCISCO

Branded Entertainment: Consumer – Broadcast & Film – Branded Documentary	Norton by Symantec	In Search of the Most Dangerous Town on the Internet	Silver
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GREY CANADA / TORONTO

Public Relations: Non-Profit – Public Affairs / Politics / Lobbying	Moms Demand Action for Gun Sense in America	Groceries Not Guns	Gold
Interactive: Non-Profit – Online Advertising	Moms Demand Action for Gun Sense in America	Groceries Not Guns	Silver
Cross-Platform: Non-Profit – Integrated Branding	Moms Demand Action for Gun Sense in America	Groceries Not Guns	Bronze
Film: Non-Profit – Television (Any Length) – Single	Moms Demand Action for Gun Sense in America	Not Allowed	Gold

GREY GROUP / SINGAPORE

Intellectual Property: Corporate Social Responsibility – Physical / Digital	Talwar Traders	Life Saving Dot	Gold
Print & Outdoor: Corporate Social Responsibility – Collateral	Talwar Traders	Life Saving Dot	Silver
Direct: Corporate Social Responsibility – Ambient / Environmental	Talwar Traders	Life Saving Dot	Bronze



GROW / NORFOLK

UX / UI: Consumer – Web – Utility	Google	Google Shopping Insights	Silver
UX / UI: Craft – Data Visualization	Google	Google Shopping Insights	Bronze

H55 / SINGAPORE

Design: Consumer – Self-Promotion	H55	H55 1999–2015	Silver
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HAKUHODO / TOKYO

Design: Consumer – Package Design	Coca-Cola (Japan)	Cola-NOBORI	Silver
Design: Consumer – Collateral Design – Posters – Series	Comexposium Japan	Resilient thinking	Bronze
Design: Craft – Typography	Tsukiji Tama Sushi	Sushi Fonts	Gold

**HAKUHODO / TOKYO +
TIDE / TOKYO**

Design: Craft – Printing & Paper Craft	Musashino Art University	Open Up Your Imagination	Gold
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**HAVAS / PARIS +
OPEN HOUSE / LOS ANGELES**

Film: Consumer – Television – 20 Second & Under – Campaign	Juva Sante	Whatever Happens	Gold
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**HAVAS WORLDWIDE / NEW YORK +
STUDIO 6 / NEW YORK**

Interactive: Craft – Sound Design	Legacy Recordings/Sony Music Entertainment	Bob Dylan - Studio A Revisited	Silver
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HEIMAT / BERLIN

Design: Craft – Animation	OTTO	The letter	Bronze
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HEREZIE / PARIS

Print & Outdoor: Consumer – Magazine – Full Page or Spread – Campaign	Miyabi - Zwilling J.A. Henckels	Long Lasting Sharpness	Silver
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HOOK / ANN ARBOR

Interactive: Consumer – Websites – Branded Games	YouTube	The A-Z of YouTube: Celebrating 10 Years	Silver
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IMPACT BBDO / DUBAI

Direct: Consumer – Print – Dimensional Mailing	Mercedes-Benz	The Tribal Rapport Field Guide	Gold
Design: Consumer – Collateral Design – Booklets, Brochures & Product Catalogues	Mercedes-Benz	The Tribal Rapport Field Guide	Silver
Social Media: Non-Profit – Branded Social Post	UN Women	Give Mom Back Her Name	Bronze

IYAMADESIGN / TOKYO

Design: Consumer – Environmental / Immersive Design – Brand Installations	Kamoi kakoshi	mt ex yokohama	Gold
Design: Consumer – Environmental / Immersive Design – Indoor Spaces	Kamoi kakoshi	mt expo 2015	Gold

J. WALTER THOMPSON / ATLANTA

Branded Entertainment: Craft – Editing	Pennzoil	Airlift Drift	Bronze
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J. WALTER THOMPSON / SÃO PAULO

Film: Non-Profit – Television (Any Length) – Campaign	Santa Casa de Misericórdia de Porto Alegre	Donate Your Talent	Silver
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J. WALTER THOMPSON / SYDNEY

Film: Consumer – Online Films & Video – Long Form – Series / Episodes"	Kellogg's Australia	Nutri-Grain Presents Unstoppable	Silver
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J. WALTER THOMPSON / TORONTO

Design: Craft – Printing & Paper Craft	Toronto PFLAG	Shedding Light on What Matters	Silver
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JAM3 / TORONTO

Interactive: Consumer – Websites – Publications & Media	MTV	MTV VMA	Bronze
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**JAM3 / TORONTO +
 MODIKI / ISTANBUL**

Interactive: Craft – Website Design	Kale, Modiki	Sons of Gallipoli	Silver
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JOHN ST. / TORONTO

Social Media: Non-Profit – Branded Social Post	Hannah Smit	Cover The Athlete	Bronze
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JONES KNOWLES RITCHIE / NEW YORK

Design: Consumer – Brand Identity – Rebranding	Budweiser	Budweiser Redesign	Bronze
Design: Consumer – Brand Identity – Rebranding	General Mills	Wheaties Redesign	Silver

JUNG VON MATT / HAMBURG

Direct: Consumer – Print – Dimensional Mailing	Daimler AG	The uncrashable Toycars	Silver
Film: Corporate Social Responsibility – Online Films & Video	EDEKA Zentrale	Home for Christmas	Bronze
Film: Corporate Social Responsibility – Cinema Advertising	EDEKA Zentrale	Home for Christmas	Bronze
Film: Corporate Social Responsibility – Television (Any Length) – Single	EDEKA Zentrale	Home for Christmas	Bronze
Interactive: Consumer – Websites – Services	STABILO International	Stabilo True Colours	Silver



**JUNG VON MATT / VIENNA +
 SALON ALPIN / VIENNA**

Interactive: Craft – Animation / Motion Graphics	Falter Newspaper	Inferno	Gold
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**KING JAMES GROUP / CAPE TOWN +
 ARCADE CONTENT / CAPE TOWN +
 PRESSURE COOKER STUDIOS / CAPE TOWN**

Film: Corporate Social Responsibility – Online Films & Video	Sanlam	One Rand Family	Bronze
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**LATINWORKS / AUSTIN +
 LANDIA USA / LOS ANGELES +
 PERSONAL MUSIC / MIAMI +
 WHITEHOUSE POST / LOS ANGELES**

Film: Corporate Social Responsibility – Cinema Advertising	Music Has No Enemies	Jack	Gold
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LDC / SÃO PAULO

Print & Outdoor: Consumer – Ambient Media – Billboards or Transit – Single	Paulo Coelho	The Alchemist Ad	Bronze
Print & Outdoor: Consumer – Collateral – Promotional Items	Paulo Coelho	The Alchemist Ad	Bronze
Print & Outdoor: Consumer – Newspaper – Full Page or Spread – Single	Paulo Coelho	The Alchemist Ad	Bronze

LEO BURNETT / CHICAGO

Social Media: Consumer – Branded Social Campaign	Allstate Insurance Company	Mayhem DIY	Bronze
Branded Entertainment: Consumer – Music – Creative Use of Music Supporting a Brand	Chicago Ideas	Music Vs Gun Violence	Bronze



**LEO BURNETT / MADRID +
 PASSION PICTURES / LONDON +
 BLUR FILMS / MADRID**

Film: Craft – Animation	Loterias y Apuestas del Estado	Justino	Gold
Film: Consumer – Television – Over 60 Second – Single	Loterias y Apuestas del Estado	Justino	Bronze

LEO BURNETT / MILAN

UX / UI: Consumer – Cross-Channel – User Experience	Samsung Electronics Italy	Samsung Smart Playboard	Silver
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**LEO BURNETT / SAINT-DENIS +
 QUAD / CLICHY +
 LA CAVALERIE / MONTREAL**

Film: Craft – Cinematography	Atlantic Group	37 Days	Silver
Film: Consumer – Online Films & Video – Long Form – Single	Atlantic Group	37 Days	Bronze
Film: Consumer – Online Films & Video – Event or Live Webcast – Single	Atlantic Group	37 Days	Bronze

LEO BURNETT / SYDNEY

Design: Non-Profit – Collateral Design	World Wildlife Fund	Just	Silver
Design: Non-Profit – Collateral Design	World Wildlife Fund	Just	Green

**LEO BURNETT / SYDNEY +
 MINDS EYE PRODUCTION / LONDON**

Direct: Consumer – Digital – Websites, Microsites & Banners	Samsung Australia	Celebrity Tantrum	Silver
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**LEO BURNETT / SYDNEY +
 RAPID FILMS / SYDNEY +
 WE LOVE JAM / SYDNEY**

Mobile: Consumer – Use of Technology – Augmented Reality	Samsung Australia	LifeLive	Silver
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**LEO BURNETT / TORONTO +
 SOMERSET GRAPHICS / TORONTO**

Interactive: Craft – Website Design	Somerset Graphics	Printed By Somerset	Bronze
Design: Innovation in Brand Identity (New or Rebrand)	Somerset Graphics	Printed By Somerset	Bronze

**LEO BURNETT ARGENTINA / BUENOS AIRES +
 GLORIA FILMS / BUENOS AIRES +
 INGEMATICA / BUENOS AIRES**

Print & Outdoor: Innovation in Ambient Media	Samsung	Safety Truck	Gold
Print & Outdoor: Corporate Social Responsibility – Ambient Media	Samsung	Safety Truck	Gold
Design: Corporate Social Responsibility – Environmental / Immersive Design	Samsung	Safety Truck	Gold
Design: Innovation in Environmental / Immersive Design	Samsung	Safety Truck	Silver

LEO BURNETT GERMANY / FRANKFURT

Design: Consumer – Package Design	mymuesli	OH!-Saft - Squeeze Bottles	Gold
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**LEO BURNETT MÉXICO / MEXICO CITY +
 POSTAL FILMS / MEXICO CITY**

Public Relations: Corporate Social Responsibility – Brands, Products & Services	Procter & Gamble	Intimate Words	Bronze
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LEO BURNETT TAILOR MADE / SÃO PAULO

Print & Outdoor: Non-Profit – Ambient Media	ABTO - Brazilian Association of Organ Transplantation	Donation Badges	Bronze
Print & Outdoor: Consumer – Magazine – Full Page or Spread – Campaign	Brasil Kirin	0% Alcohol	Bronze

LES GAULOIS / PUTEAUX

Direct: Consumer – Ambient / Environmental	Transavia	Snackholidays	Bronze
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**LG2BOUTIQUE / MONTRÉAL +
 LG2FABRIQUE / MONTRÉAL**

Design: Consumer – Brand Identity – Rebranding	A2C	A2C	Bronze
Design: Consumer – Brand Identity – Logo	A2C	A2C	Bronze

**M&C SAATCHI / SYDNEY +
 BANG PR / SYDNEY +
 DIGITAL PLAYGROUND / LOS ANGELES**

Branded Entertainment: Consumer – Brand or Product Integration into Storyline – Film	Blue Ball Foundation	Game of Balls	Bronze
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MARCEL / PARIS

Direct: Consumer – Ambient / Environmental	Intermarché	The freshest orange juice brand	Silver
Print & Outdoor: Consumer – Newspaper – Full Page or Spread – Campaign	Intermarché	The freshest orange juice brand	Bronze
Design: Consumer – Collateral Design – P.O.P. & In-Store – Single	Intermarché	The freshest orange juice brand	Bronze
Cross-Platform: Brand Transformation	Intermarché	The freshest orange juice brand	Bronze
Interactive: Consumer – Websites – Publications & Media	Marc Dorcel	#HandsOff	Gold
Direct: Consumer – Digital – Websites, Microsites & Banners	Marc Dorcel	#HandsOff	Silver



MARCEL / PARIS (CONT.)

Branded Entertainment: Consumer – Other Branded Content – User Generated Content	Marc Dorcel	#HandsOff	Silver
Direct: Innovation in Direct Marketing	Marc Dorcel	#HandsOff	Bronze
Interactive: Consumer – Websites – Services	Orange	RelockLove	Silver
Direct: Consumer – Digital – Websites, Microsites & Banners	Orange	RelockLove	Bronze

MARU / TOKYO

Design: Craft – Printing & Paper Craft	Maru	Paper Ripple	Bronze
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MATTSON CREATIVE / IRVINE

Design: Craft – Illustration	Lucasfilm	Star Wars Modern	Bronze
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**MCCANN / BUCHAREST +
 MRM//MCCANN / BUCHAREST +
 UM ROMANIA / BUCHAREST**

Public Relations: Consumer – Brands, Products & Services – User Generated Content	KFC Romania	Rich Kids of Instagram	Bronze
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**MCCANN / BUCHAREST +
 UM ROMANIA / BUCHAREST**

Social Media: Consumer – Social Media Page by a Brand	Vodafone Romania	Sunday Grannies	Bronze
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**MCCANN / CLICHY +
 IMAGE METRICS / LAS VEGAS +
 MY STUDIO FACTORY / PARIS**

*** BEST OF UX / UI**

UX / UI: Consumer – Mobile – Utility	L'Oréal Paris	Make Up Genius	Gold
Mobile: Consumer – Use of Technology – Augmented Reality	L'Oréal Paris	Make Up Genius	Gold
Mobile: Consumer – Applications & Sites – E-Commerce	L'Oréal Paris	Make Up Genius	Gold
Direct: Consumer – Digital – Mobile	L'Oréal Paris	Make Up Genius	Gold
Branded Entertainment: Consumer – Gaming & Mobile – Branded Mobile	L'Oréal Paris	Make Up Genius	Gold
Mobile: Consumer – Use of Technology – Product & Mobile Integration	L'Oréal Paris	Make Up Genius	Bronze

MCCANN / COPENHAGEN

Direct: Consumer – Digital – Websites, Microsites & Banners	Scandinavian Airlines	Europe's Most Punctual Offer	Gold
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**MCCANN / LONDON +
 MOMENTUM WORLDWIDE / LONDON**

*** BEST OF PRINT & OUTDOOR**

Print & Outdoor: Consumer – Ambient Media – Pop-Ups	Microsoft	Survival Billboard	Gold
Cross-Platform: Consumer – Experiential Advertising – Events & Competitions	Microsoft	Survival Billboard	Gold
Print & Outdoor: Consumer – Ambient Media – Outdoor Installations & Ambient – Single	Microsoft	Survival Billboard	Silver
Cross-Platform: Consumer – Experiential Advertising – Installations	Microsoft	Survival Billboard	Silver
Print & Outdoor: Innovation in Ambient Media	Microsoft	Survival Billboard	Bronze



MCCANN WORLDGROUP INDIA / MUMBAI

Print & Outdoor: Consumer – Collateral – Posters – Single	Dabur Gastrina	Flugelhorn	Bronze
Print & Outdoor: Consumer – Collateral – Posters – Single	Dabur Gastrina	French Horn	Silver
Design: Consumer – Collateral Design – Posters – Series	Dabur Gastrina	Musical Instruments	Silver
Print & Outdoor: Consumer – Small Space Print – Campaign	Dabur Gastrina	Musical Instruments	Bronze
Design: Non-Profit – Environmental / Immersive Design	Jivdaya Charitable Trust	Kite	Silver

**MCGARRYBOWEN / LONDON +
 DUMMY. / VENICE +
 OUT-SIDER / LONDON**

Film: Consumer – Television – 30 Second – Single	The Scotts Miracle-Gro Company	I'm Weeding Right Now	Gold
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MISTRESS / LOS ANGELES

Design: Consumer – Data Visualization – Infographics (Charts, Maps, Graphs)	Netflix - Narcos	Narcos - Cokenomics	Bronze
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**MTV / NEW YORK +
 JAM3 / TORONTO**

Social Media: Consumer – Branded Social Campaign	MTV	MTV 2015 Video Music Awards	Silver
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**MUH-TAY-ZIK | HOF-FER / SAN FRANCISCO +
 NETFLIX / LOS ANGELES**

Social Media: Consumer – Branded Social Post	Netflix	Netflix or Study	Gold
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OGILVY & MATHER / AMSTERDAM

Radio: Non-Profit – Public Awareness – Single	Amnesty International The Netherlands	My Last Day	Bronze
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OGILVY & MATHER / BOGOTÁ

Print & Outdoor: Consumer – Collateral – Posters – Single	Ecofill Ink Cartridges	Yellow	Bronze
Print & Outdoor: Consumer – Newspaper – Full Page or Spread – Single	Ecofill Ink Cartridges	Yellow	Bronze

OGILVY & MATHER / CAPE TOWN

Film: Consumer – Television – Budget Under \$100K – Single	Volkswagen South Africa	Volkswagen "Moments"	Silver
Print & Outdoor: Consumer – Magazine – Full Page or Spread – Campaign	Volkswagen South Africa	Volkswagen "The Car That Takes You Places"	Silver

**OGILVY & MATHER / CHICAGO +
 RADICAL MEDIA / LOS ANGELES**

Responsive Environments: Consumer – Architecture	Glade	Museum of Feelings	Silver
Cross-Platform: Brand Transformation	Glade	Museum of Feelings	Silver

OGILVY & MATHER / HONG KONG

Intellectual Property: Corporate Social Responsibility – Physical / Digital	Maxis Berhad	SOS Network	Bronze
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**OGILVY & MATHER / HONG KONG +
 BRAND UNION / HONG KONG**

Design: Innovation in Package Design	Pizza Hut	Blockbuster Box	Silver
Design: Craft – Illustration	Pizza Hut	Blockbuster Box	Bronze

OGILVY & MATHER / JOHANNESBURG

Radio: Consumer – Advertising – Single	Lucozade	Lucozade Energy Drink - Night Before The Project	Bronze
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OGILVY & MATHER / LONDON

Print & Outdoor: Non-Profit – Publications	28 Too Many	It Happens Here	Gold
Print & Outdoor: Craft – Art Direction	28 Too Many	It Happens Here	Silver
Print & Outdoor: Non-Profit – Collateral	28 Too Many	It Happens Here	Silver
Direct: Consumer – Digital – Social Media & Viral Marketing	Heineken	Le Big Swim	Bronze
Branded Entertainment: Consumer – Other Branded Content – Custom Content	Philips	Breathless Choir	Silver

OGILVY & MATHER / MUMBAI

Public Relations: Non-Profit – Brands, Products & Services	Make Love Not Scars	Beauty Tips by Reshma	Gold
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OGILVY & MATHER / NEW YORK

Branded Entertainment: Corporate Social Responsibility – Branded Online	Philips Norelco	#MakeYouHappen	Silver
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OGILVY & MATHER / SINGAPORE

Print & Outdoor: Consumer – Collateral – Posters – Campaign	Twitter	First on Twitter	Gold
Print & Outdoor: Consumer – Ambient Media – Billboards or Transit – Campaign	Twitter	First on Twitter	Silver
Print & Outdoor: Craft – Art Direction	Twitter	The 2008 China Earthquake	Gold
Print & Outdoor: Consumer – Collateral – Posters – Single	Twitter	The 2008 China Earthquake	Gold
Print & Outdoor: Craft – Art Direction	Twitter	The Birth of the Royal Baby	Gold
Print & Outdoor: Consumer – Collateral – Posters – Single	Twitter	The Birth of the Royal Baby	Gold
Print & Outdoor: Craft – Art Direction	Twitter	The Osama Bin Laden Raid	Gold
Print & Outdoor: Consumer – Collateral – Posters – Single	Twitter	The Osama Bin Laden Raid	Gold
Branded Entertainment: Consumer – Online – Short Form Videos	Unilever	The Softtest	Silver



**OGILVY & MATHER / SINGAPORE +
 HOGARTH & OGILVY / SINGAPORE**

Direct: Consumer – Digital – Mobile	Toys R Us	Task for Toys	Bronze
Direct: Non-Profit – Digital (Websites, Mobile, Social Media)	TWC2	Mums and Maids	Bronze
Branded Entertainment: Consumer – Online – Short Form Videos	TWC2	Mums and Maids	Bronze

**OGILVY & MATHER / SINGAPORE +
 MAGIC ANGLE SCULPTURE / UNITED STATES +
 FREEFLOW PRODUCTIONS / SINGAPORE**

Design: Consumer – Collateral Design – P.O.P. & In-Store – Single	LEGO	The Shape of Imagination	Silver
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OGILVY & MATHER JAPAN / TOKYO

Print & Outdoor: Consumer – Collateral – Posters – Campaign	IMYTEC	Celebs	Bronze
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OGILVY & MATHER/ TAIPEI CITY

Public Relations: Corporate Social Responsibility – Brands, Products & Services	Far EastOne Telecommunications Company	#MyFutureIsMineToSave	Gold
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OGILVY BRASIL / SÃO PAULO

Print & Outdoor: Non-Profit – Publications	GIV	The HIV Positive Poster	Bronze
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**OGILVY BRASIL / SÃO PAULO +
 ACADEMIA DE FILMES / SÃO PAULO +
 JAMUTE / SÃO PAULO**

Cross-Platform: Corporate Social Responsibility – Experiential Advertising	Sport Clube do Recife	Security Moms	Silver
Public Relations: Consumer – Brands, Products & Services – Events & Experiential	Sport Clube do Recife	Security Moms	Bronze



**OGILVY GERMANY / DÜSSELDORF +
 DREIKANT / KÖLN +
 SOLUTE ELEKTRONIK / KÖLN**

Intellectual Property: Consumer – Integrated Digital & Physical Products	Fressnapf Tiernahrungs	SmartBowl	Bronze
Cross-Platform: Brand Transformation	Fressnapf Tiernahrungs	SmartBowl	Bronze

OGILVY GERMANY / FRANKFURT

Print & Outdoor: Non-Profit – Collateral	Gesicht Zeigen! Für ein weltoffenes Deutschland	Mein Kampf - against racism	Gold
Print & Outdoor: Consumer – Ambient Media – Digital / Electronic	Media Markt Management	Rabbit Race	Bronze

OGILVY GROUP THAILAND / BANGKOK

Design: Consumer – Collateral Design – Promotional Items – Single or Series	Noble Development Public Co.	Define the difference	Bronze
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OPENCO - THE OPEN COLLABORATION / JOHANNESBURG

Design: Craft – Photography	Apartheid Museum	Make Sense Of The Present	Gold
Print & Outdoor: Non-Profit – Publications	Apartheid Museum	Make Sense Of The Present	Silver
Print & Outdoor: Non-Profit – Collateral	Apartheid Museum	Make Sense Of The Present	Bronze

OUT OF THE BOX / NEW DELHI

Direct: Consumer – Print – Flat Mailing	Mother's Pride	The Prodigies of Mother's Pride	Bronze
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P4 OGILVY & MATHER / PANAMA

Social Media: Innovation in Social Media	Medcom	The Tweeting Pothole	Silver
Social Media: Corporate Social Responsibility – Branded Social Campaign	Medcom	The Tweeting Pothole	Silver
Public Relations: Corporate Social Responsibility – Brands, Products & Services	Medcom	The Tweeting Pothole	Silver



**PARTY / TOKYO +
 NIKKEN SEKKEI / TOKYO +
 RYOHIN KEIKAKU / TOKYO**

Design: Consumer – Environmental / Immersive Design – Wayfinding	Narita International Airport Corporation	Narita International Airport Terminal 3	Gold
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PEREIRA & O'DELL / SAN FRANCISCO

Branded Entertainment: Consumer – Brand or Product Integration into Storyline – Film	Skype	Finding Donut	Bronze
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PHENOMENON / LOS ANGELES

UX / UI: Innovation in Mobile UX/UI	Wilson Sporting Goods	Wilson X Connected Basketball	Gold
Mobile: Consumer – Use of Technology – Product & Mobile Integration	Wilson Sporting Goods	Wilson X Connected Basketball	Gold

**POSSIBLE / SEATTLE +
 POSSIBLE / LOS ANGELES**

Direct: Consumer – Digital – Social Media & Viral Marketing	Microsoft	Collective Project	Bronze
Branded Entertainment: Consumer – Online – Branded Documentary	Microsoft	Collective Project	Bronze

PPM BRASIL / SÃO PAULO

Design: Craft – Illustration	Tendall Grill	Royal Cuts	Silver
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**PRIME - A WEBER SHANDWICK COMPANY / STOCKHOLM +
 TRYGG-HANSA / STOCKHOLM +
 FOLKE FILM / STOCKHOLM**

Interactive: Corporate Social Responsibility – Online Advertising	Trygg-Hansa	Don't Drink and Dive	Silver
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**PUBLICIS COLOMBIA / BOGOTÁ +
 CIREC FOUNDATION / BOGOTÁ**

*** BEST OF INTELLECTUAL PROPERTY**

Intellectual Property: Non-Profit – Physical / Digital	Cirec Foundation	Funtastic Hand	Gold
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R/GA / NEW YORK

Public Relations: Non-Profit – Brands, Products & Services	Ad Council	Love Has No Labels	Gold
Design: Non-Profit – Environmental / Immersive Design	Ad Council	Love Has No Labels	Gold
Film: Non-Profit – Television (Any Length) – Single	Ad Council	Love Has No Labels	Silver
Direct: Non-Profit – Digital (Websites, Mobile, Social Media)	Ad Council	Love Has No Labels	Silver
Cross-Platform: Non-Profit – Experiential Advertising	Ad Council	Love Has No Labels	Silver
Film: Non-Profit – Online Films & Video	Ad Council	Love Has No Labels	Bronze
Direct: Non-Profit – Ambient / Environmental	Ad Council	Love Has No Labels	Bronze
Cross-Platform: Non-Profit – Integrated Branding	Ad Council	Love Has No Labels	Bronze

**R/GA / NEW YORK +
 LA DODGERS / LOS ANGELES +
 FOCUS MOTION / LOS ANGELES**

UX / UI: Innovation in Mobile UX/UI	FocusMotion	FocusMotion	Bronze
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**R/GA / NEW YORK +
 LISNR / CINCINNATI**

Mobile: Innovation in Mobile	LISNR	LISNR	Bronze
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**R/GA / NEW YORK +
 OWLET / PROVO**

Intellectual Property: Consumer – Integrated Digital & Physical Products	Owlet Baby Care	Owlet	Gold
UX / UI: Consumer – Mobile – User Experience	Owlet Baby Care	Owlet	Silver
Mobile: Consumer – Use of Technology – Product & Mobile Integration	Owlet Baby Care	Owlet	Bronze



**R/GA'S HUSTLE / LONDON +
 BEATS BY DR. DRE / LOS ANGELES**

Social Media: Consumer – Branded Social Campaign	Beats By Dr. Dre	Straight Outta	Gold
Public Relations: Consumer – Brands, Products & Services – User Generated Content	Beats By Dr. Dre	Straight Outta	Gold
Branded Entertainment: Consumer – Other Branded Content – User Generated Content	Beats By Dr. Dre	Straight Outta	Gold
Branded Entertainment: Craft – Cinematography	Beats By Dr. Dre	The Game Starts Here	Bronze

**RETHINK / TORONTO, MONTREAL, VANCOUVER +
 SKIN + BONES / TORONTO +
 RELISH / TORONTO +
 VAPOR MUSIC / TORONTO**

Mobile: Corporate Social Responsibility – Use of Technology	Uber	Uber Food Drive	Silver
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**RETHINK / TORONTO, MONTREAL, VANCOUVER +
 SOMEPLACE NICE / TORONTO**

Responsive Environments: Innovation – Use of Technology	Uber	Uber Safe	Silver
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**RETHINK / TORONTO, MONTREAL, VANCOUVER +
 SUNEVA / TORONTO +
 THINKING BOX / TORONTO +
 STACKLAB / TORONTO**

Direct: Consumer – Ambient / Environmental	Molson Canadian	Global Beer Fridge	Silver
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**RETHINK / TORONTO, MONTREAL, VANCOUVER +
 UNTITLED FILMS / TORONTO +
 SPY FILMS / TORONTO +
 RMW MUSIC / TORONTO**

Branded Entertainment: Consumer – Online – Branded Documentary	Molson Canadian	Hockey Heaven	Bronze
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**RETHINK / TORONTO, MONTREAL, VANCOUVER +
 WONGDOODY / LOS ANGELES**

Direct: Consumer – Digital – Social Media & Viral Marketing	AAUW	#TheReal10	Silver
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**RETHINK / TORONTO, MONTREAL, VANCOUVER +
 WONGDOODY / LOS ANGELES +
 RMW MUSIC / TORONTO**

Public Relations: Non-Profit – Public Affairs / Politics / Lobbying	AAUW	#TheReal10	Bronze
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**ROCK'N ROLL JAPAN / TOKYO +
 PROJECTOR / TOKYO +
 WHITE BRIEFS / TOKYO +
 KAIBUTSU / TOKYO**

Interactive: Consumer – Websites – Cosmetics, Toiletries & Personal Care	Sagami Rubber Industries Co., Ltd.	Act of Love	Silver
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ROSAPARK / PARIS

Design: Consumer – Environmental / Immersive Design – Ambient Media – Series	Thalys	Sounds of the City	Gold
Design: Innovation in Environmental / Immersive Design	Thalys	Sounds of the City	Bronze

**RPA / SANTA MONICA +
 RESET CONTENT / SANTA MONICA +
 ROCK PAPER SCISSORS / SANTA MONICA +
 A52 / SANTA MONICA**

Film: Craft – Animation	American Honda Motor Co.	Paper	Gold
Design: Craft – Animation	American Honda Motor Co.	Paper	Gold
Branded Entertainment: Craft – Animation	American Honda Motor Co.	Paper	Silver
Branded Entertainment: Consumer – Broadcast & Film – Branded Film	American Honda Motor Co.	Paper	Bronze



SAATCHI & SAATCHI / AUCKLAND

UX / UI: Consumer – Cross-Channel – Utility	ASB Bank	Clever Kash	Bronze
Intellectual Property: Consumer – Integrated Digital & Physical Products	ASB Bank	Clever Kash	Bronze

**SAATCHI & SAATCHI / LONDON +
 GREAT GUNS / LONDON**

Film: Craft – Direction	P&G	Pooface	Silver
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**SAATCHI & SAATCHI / NEW YORK +
 HÉLÔ / VENICE +
 BEAST / NEW YORK**

Design: Consumer – Environmental / Immersive Design – Ambient Media – Single	General Mills	The Beehive Billboard	Bronze
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**SAATCHI & SAATCHI / NEW YORK +
 PULSE FILMS / LOS ANGELES**

Film: Craft – Writing	Procter & Gamble	Hush Little Baby	Silver
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**SAATCHI & SAATCHI / SINGAPORE +
 SWEENEY VESTY / SINGAPORE**

*** BEST OF PUBLIC RELATIONS**

Public Relations: Craft – Brand Voice	Scoot	Inspiring Spirit	Gold
Public Relations: Consumer – Brands, Products & Services – Integrated Campaign	Scoot	Inspiring Spirit	Gold

SANCHO BBDO / BOGOTÁ

*** BEST OF RADIO**

Radio: Innovation in Radio	ADN	Learning on the way	* Gold
Direct: Innovation in Direct Marketing	Exito Group / Food Bank	Aid To Cart	Silver
Direct: Corporate Social Responsibility – Digital (Websites, Mobile, Social Media)	Exito Group / Food Bank	Aid To Cart	Silver



SANDSTROM PARTNERS / PORTLAND

Design: Consumer – Package Design	Stillhouse Spirits Company	Stillhouse Packaging	Silver
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SAPIENTNITRO / MUNICH

UX / UI: Consumer – Mobile – Utility	Lufthansa	Lufthansa Apple Watch App	Bronze
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SCHOLZ & FRIENDS / BERLIN

Responsive Environments: Non-Profit – Architecture	Amnesty International	Fountain against Torture	Silver
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**SCHOLZ & FRIENDS / BERLIN +
 CUCULA / BERLIN**

Direct: Non-Profit	Cucula	The Lampedusa door stopper. Open doors for refugees.	Bronze
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SERVICEPLAN / MUNICH

Print & Outdoor: Innovation in Print	World Press Photo	Speaking Images 2015	Bronze
Print & Outdoor: Non-Profit – Publications	World Press Photo	Speaking Images 2015	Bronze
Design: Innovation in Publication Design	World Press Photo	Speaking Images 2015	Bronze

**SERVICEPLAN / MUNICH +
 MEDIAPLUS / MUNICH +
 PLAN.NET / MUNICH**

Mobile: Consumer – Applications & Sites – Media, Entertainment & Leisure	Sky Deutschland Fernsehen	Sky Squeening	Silver
Mobile: Consumer – Applications & Sites – Durable Goods	Gibson Guitar	The Les Paul Skill Check	Bronze



**SERVICEPLAN / MUNICH +
 PLAN.NET / MUNICH**

Mobile: Consumer – Applications & Sites – Media, Entertainment & Leisure	Sky Deutschland Fernsehen	The Match	Bronze
Direct: Consumer – Digital – Mobile	Sky Deutschland Fernsehen	The Match	Bronze

**SERVICEPLAN / MUNICH +
 SERVICEPLAN MIDDLE EAST / DUBAI**

Design: Consumer – Environmental / Immersive Design – Indoor Spaces	BMW Group Middle East	BMW xWalk	Bronze
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SHACKLETON / SANTIAGO DE CHILE

Intellectual Property: Non-Profit – Physical / Digital	ONEMI	ONEMI Radio	Silver
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**SHISEIDO / TOKYO +
 WATTS OF TOKYO / TOKYO**

Branded Entertainment: Consumer – Online – Short Form Videos	Shiseido	High School Girl?	Gold
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SID LEE / MONTRÉAL

Interactive: Consumer – Advertising – Banners	Reno-Depot	The Cursor	Bronze
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SPOTIFY / NEW YORK

Intellectual Property: Consumer – Digital Product	Spotify	Spotify Discover Weekly	Silver
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**TBWA / LONDON +
 RANKIN FILM PRODUCTIONS / LONDON**

Film: Craft – Editing	Coco De Mer	Coco De Mer - X	Gold
Film: Craft – Direction	Coco de Mer	Coco de Mer - X	Bronze



TBWA / SHANGHAI

Mobile: Non-Profit – Advertising on Mobile Devices	Baobeihuijia	Search for Free WiFi Search for Missing Children	Silver
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TBWA\CHIAT\DAY / LOS ANGELES

Film: Craft – Writing	Airbnb	Is Mankind?	Bronze
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TBWA\HUNT\LASCARIS / JOHANNESBURG

Radio: Craft – Music / Sound	Flight Centre, Student Flights	Beer Fest	Bronze
Radio: Consumer – Advertising – Campaign	Flight Centre, Student Flights	Travel before its not fun anymore	Gold
Radio: Consumer – Advertising – Campaign	Tiger Brands	Sexy Times	Silver

TBWA\MEDIA ARTS LAB / LOS ANGELES

Print & Outdoor: Consumer – Ambient Media – Billboards or Transit – Campaign	Apple	World Gallery	Bronze
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TBWA\MEDIA ARTS LAB / LOS ANGELES + STINK / LOS ANGELES +

Film: Craft – Cinematography	Apple Music	History of Sound	Gold
Film: Craft – Direction	Apple Music	History of Sound	Silver

THE CHASE / PRESTON

Design: Consumer – Brand Identity – Single Element	Rob Walker	The Fifth Continent	Silver
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THE COMMUNITY / MIAMI

Print & Outdoor: Non-Profit – Collateral	City of Buenos Aires	Never Stop Riding	Bronze
Film: Consumer – Cinema Advertising – 90 Seconds & Under (Short Form) – Single	Corona Extra	Dear Summer	Silver
Film: Consumer – Television – Over 60 Second – Single	Corona Extra	Dear Summer	Bronze



THE CYRANOS // MCCANN / BARCELONA

Branded Entertainment: Corporate Social Responsibility – Branded Online	Fundació Arrels	YouTube Arrels	Silver
Interactive: Non-Profit – Online Advertising	Fundació Arrels	YouTube Arrels	Bronze

THE MARTIN AGENCY / RICHMOND

Penta Pencil	Geico	--	Penta
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**THE MARTIN AGENCY / RICHMOND +
 FURLINED / NEW YORK**

Film: Consumer – Online Films & Video – Short Form – Series / Episodes	GEICO	Fast Forward	Silver
Interactive: Consumer – Advertising – Interactive Video	GEICO	Fast Forward, Forest	Bronze
Film: Consumer – Online Films & Video – Short Form – Single	GEICO	Fast Forward, Forest	Bronze
Film: Consumer – Online Films & Video – Short Form – Single	GEICO	Fast Forward, Going Up	Silver
Film: Consumer – Online Films & Video – Short Form – Single	GEICO	Fast Forward, Lake	Gold
Interactive: Consumer – Advertising – Interactive Video	GEICO	Fast Forward, Lake	Silver
Branded Entertainment: Consumer – Online – Short Form Videos	GEICO	Fast Forward, Lake	Bronze

**THE MARTIN AGENCY / RICHMOND +
 HUNGRY MAN / NEW YORK**

Film: Consumer – Television – 30 Second – Campaign	GEICO	It's What You Do	Gold
Film: Consumer – Cinema Advertising – 90 Seconds & Under (Short Form) – Single	GEICO	Spy	Bronze
Film: Consumer – Television – 30 Second – Single	GEICO	Spy	Bronze
Film: Consumer – Television – 30 Second – Single	GEICO	Whisper	Silver



THE VIA AGENCY / PORTLAND

Print & Outdoor: Non-Profit – Publications	Greenpeace	Greenpeace Presents: Not Just Tuna	Silver
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**TOKYU AGENCY / TOTB / TOKYO +
 KAIBUTSU / TOKYO +
 SPOON. / TOKYO**

Branded Entertainment: Craft – Animation	Adobe Systems	The Color Eater Adobe Creative Cloud's Philosophy Video	Silver
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**TWOFIFTEENMCCANN / SAN FRANCISCO +
 SKUNK / LOS ANGELES**

Radio: Innovation in Radio	Pandora	Pandora Radio "Thumb Moments"	Bronze
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ULTRA CREATIVE / MINNEAPOLIS

Design: Consumer – Self-Promotion	Ultra Creative	Horrible Things	Silver
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**UNCLE GREY / COPENHAGEN +
 MEDIAMONKS / AMSTERDAM**

Mobile: Consumer – Use of Technology – Product & Mobile Integration	Canon/Uncle Grey	Canon Gig App	Silver
Branded Entertainment: Consumer – Gaming & Mobile – Branded Mobile	Canon/Uncle Grey	Canon Gig App	Silver
UX / UI: Craft – Interface Design	Weber/Uncle Grey	BBQ Cultures	Gold
Interactive: Consumer – Websites – Durable Goods	Weber/Uncle Grey	BBQ Cultures	Bronze



**VENABLES BELL & PARTNERS / SAN FRANCISCO +
 EDELMAN / SAN FRANCISCO +
 STARCOM MEDIAVEST GROUP / CHICAGO +
 NORTH KINGDOM / SANTA MONICA**

*** BEST OF SHOW
 * BEST OF CROSS-PLATFORM**

Mobile: Consumer – Applications & Sites – Social Networks / Community	REI	#OptOutside	Gold
Cross-Platform: Consumer – Integrated Branding	REI	#OptOutside	Gold
Cross-Platform: Consumer – Experiential Advertising – Guerilla	REI	#OptOutside	Gold
Branded Entertainment: Consumer – Other Branded Content – User Generated Content	REI	#OptOutside	Gold
Public Relations: Consumer – Brands, Products & Services – Integrated Campaign	REI	#OptOutside	Silver
Interactive: Consumer – Websites – Social Networks / Community	REI	#OptOutside	Silver
Direct: Consumer – Digital – Social Media & Viral Marketing	REI	#OptOutside	Silver

**VENABLES BELL & PARTNERS / SAN FRANCISCO +
 O'MALLEY CREADON PRODUCTIONS / LOS ANGELES +
 CREATIVE FILM MANAGEMENT / MALIBU**

Branded Entertainment: Consumer – Broadcast & Film – Branded Documentary	Intel	All Work All Play	Bronze
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VML / KANSAS CITY

Film: Consumer – Online Films & Video – User Generated Content	Gatorade	The Super Bowl Dunk	Bronze
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WAX / CALGARY

Design: Consumer – Brand Identity – Series	PROOF Cocktails & Curiosities	PR%F Identity	Bronze
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**WE ARE YOURS / STOCKHOLM +
 TAXI / STOCKHOLM**

Interactive: Innovation in Online Advertising	Taxi Stockholm	Explore Stockholm - Sightseeing reinvented	Bronze
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WHAT3WORDS / LONDON

*** BEST OF MOBILE**

Mobile: Innovation in Mobile	what3words	The world addressed	Gold
Interactive: Innovation in Websites	what3words	the world addressed	Gold

WHYBINTBWA GROUP / MELBOURNE

Public Relations: Corporate Social Responsibility – Brands, Products & Services	ANZ	Equal Future	Bronze
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**WIEDEN+KENNEDY / AMSTERDAM +
TELLART / AMSTERDAM**

Print & Outdoor: Consumer – Ambient Media – Digital / Electronic	S7 Airlines	The Imagination Machine	Silver
Responsive Environments: Consumer – Architecture	S7 Airlines	The Imagination Machine	Bronze

WIEDEN+KENNEDY / NEW YORK

Direct: Consumer – Ambient / Environmental	Delta Air Lines	Innovation Class	Bronze
Design: Craft – Photography	Equinox	Commit To Something	Silver

**WIEDEN+KENNEDY / NEW YORK +
CAVIAR / LOS ANGELES**

Branded Entertainment: Consumer – Music – Music Videos	Southern Comfort	SHOTTASoCo	Gold
Branded Entertainment: Craft – Music / Sound	Southern Comfort	SHOTTASoCo	Silver

WIEDEN+KENNEDY / PORTLAND

Branded Entertainment: Consumer – Broadcast & Film – Branded Television	Old Spice	ESPN Takeover	Silver
Film: Consumer – Television – 60 Second – Single	Old Spice	Rocket Car	Gold
Penta Pencil	Old Spice	--	Penta



**WIEDEN+KENNEDY / PORTLAND +
 BISCUIT FILMWORKS / LOS ANGELES**

Branded Entertainment: Craft – Editing	Nike Golf	Ripple	Gold
Film: Consumer – Television – Over 60 Second – Single	Nike Golf	Ripple	Silver
Film: Consumer – Television – 60 Second – Single	Nike Golf	Ripple	Bronze

**WIEDEN+KENNEDY / PORTLAND +
 PARK PICTURES / SANTA MONICA +
 ROCK PAPER SCISSORS / SANTA MONICA +
 A52 / SANTA MONICA**

Film: Consumer – Television – Over 60 Second – Single	Nike	Last	Silver
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**WIEDEN+KENNEDY / SHANGHAI +
 DREAMONE / SHANGHAI +
 O / R / SHANGHAI**

Interactive: Consumer – Websites – Footwear, Clothing & Accessories	Nike China	2015 Nike JDI Shanghai City Attack - The Unstoppable Tribute	Bronze
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WORK & CO / BROOKLYN

UX / UI: Consumer – Web – User Experience	Eurosport	The New Eurosport Player	Silver
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**WUNDERMAN / Y&R / BOGOTÁ +
 STUDIOS MACHINA / BOGOTÁ**

Radio: Consumer – Advertising – Single	Farmatodo	Abraham Lincoln	Silver
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**Y&R / AUCKLAND +
 DAVID / MIAMI**

Branded Entertainment: Corporate Social Responsibility – Other Branded Content	Burger King	Do-it-yourself McWhoppers	Silver
Print & Outdoor: Corporate Social Responsibility – Ambient Media	Burger King	McWhopper	Gold
Cross-Platform: Corporate Social Responsibility – Integrated Branding	Burger King	McWhopper	Silver
Social Media: Corporate Social Responsibility – Branded Social Campaign	Burger King	McWhopper	Bronze
Direct: Corporate Social Responsibility – Print	Burger King	McWhopper Open Letter	Silver

Y&R SA / CAPE TOWN

Film: Consumer – Television – 20 Second & Under – Campaign	Jaguar Land Rover South Africa	Non-Genuine Animals	Bronze
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Y&R TEAM RED ISTANBUL / ISTANBUL

Cross-Platform: Corporate Social Responsibility – Integrated Branding	Vodafone	Vodafone "Between Us"	Gold
Mobile: Corporate Social Responsibility – Applications & Sites	Vodafone	Vodafone "Between Us"	Silver

**ZAMBEZI / CULVER CITY +
 ACTIVE THEORY / VENICE**

Interactive: Consumer – Websites – E-Commerce	Stance	Shop With The Force	Gold
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**ZULU ALPHA KILO / TORONTO +
 ZULUBOT / TORONTO**

Film: Consumer – Online Films & Video – Self-Promotion	Zulu Alpha Kilo	Say No To Spec	Gold
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