

CREATIVE USE OF TRADITIONAL ADVERTISING FORMATS

EntryTitle	Country	Entrant	Client
Lien Aid Water Day 2015 - The Water Machine	Singapore	Wunderman Singapore Pte Ltd	Lien Aid
TESCO The Freshest Citylight / TESCO Najčerstvejší Citylight	Slovakia	MADE BY VACULIK - Bratislava	TESCO
whatsapp	Spain	havas worldwide spain	socionautas
MOSCOW REAL GIRLS - INSTAPOSTERS	Russia	Instinct (BBDO Group)	Nike
Grow your beauty with the first plantable Avon ad	Czech Republic	Starcom Mediavest Group	Avon Cosmetics
The poster you can conduct	Hungary	Isobar Budapest zrt	Hungarian Telekom
The Banner That Makes You Like Banners	Russia	BBDO Russia Group	3M
Mortal Timeline	Russia	BBDO Russia Group	INTOUCH Insurance
Motive 4G Radio	Russia	Voskhod	Motive Telecom
Don't Look Away	United Kingdom	AKQA	Usher
The Dying Poster	Czech Republic	Ogilvy Group Czech Republic	Prague City Gallery
Audi Matrix LED headlights - Only Lights What You Need	Hungary	Café Communications	Porsche Hungaria - Audi

CREATING THE MEDIA

EntryTitle	Country	Entrant	Client
Tear Gas Scented Candle	Turkey	4129Grey	Amnesty International
Girl in yellow	Czech Republic	Triad Advertising	Tchibo
Avoid the bee's favourites	Czech Republic	McCANN-ERICKSON PRAGUE spol. s r.o.	Náš Grunt
Direct mail Půjčka ProBydlení - Sardinky	Czech Republic	Scholz & Friends Praha	Wustenrot
KFC + Minecraft	Russia	Hungry Boys	KFC Russia
Festival Buddy	Hungary	DDB Reklámügynökség Kft.	Hungarian Telekom
Schorle Personal Apples	Czech Republic	SYMBIO Digital, s.r.o.	Karlovarské minerální vody, a.s.
Mini-people – Guerilla	Czech Republic	LION COMMUNICATIONS s.r.o. - divize Leo Burnett	Rádio Impuls
Instead of Café	Russia	Instinct (BBDO Group)	IKEA
The World's Biggest Interactive Music Box	Hungary	Saatchi & Saatchi Budapest	MÜPA
Audible street-art	Russia	Voskhod	Ural Music Night
NN Portrait drawing	Hungary	Laboratory Group	NN Insurance Company
Nike+ The Opening	United States of America	Los York	Nike
See Myself	Hungary	Young & Rubicam Budapest	Telenor Hungary
TOYOTA BARISTA	Japan	ADK	TOYOTA MOTOR CORPORATION
Kofola Keyboard	Slovakia	Zaraguza	Kofola
Brundibár from the Ghetto	Czech Republic	LION COMMUNICATIONS s.r.o. - divize Leo Burnett	Projektový tým Brundibár
The Power of Share	Hungary	Isobar Budapest zrt	Hungarian Telekom

MEDIA ENGAGEMENT

EntryTitle	Country	Entrant	Client
Tear Gas Scented Candle	Turkey	4129Grey	Amnesty International
Seelight	Russia	Hungry Boys	All Russia Association of the Blind (VOS)
Aunt Bici	Hungary	DDB Reklámügynökség Kft.	Hungarian Telekom
Listen to me	Russia	Voskhod	Ural Music Night
Windows 10 - Day of the great update	Hungary	Mito Communications Ltd.	Microsoft Hungary
The World's Biggest Interactive Music Box	Hungary	Saatchi & Saatchi Budapest	MÜPA
Mortal Timeline	Russia	BBDO Russia Group	INTOUCH Insurance
#8MAMARCH	Russia	BBDO Russia Group	Moscow City Government, Moscow Department of Culture
Alive memory	Russia	Friends Moscow	Google Russia
Dacia Sponsor Day - The Split	Italy	Publicis Italy	Renault Italia
Every Day a Play	Hungary	Young & Rubicam Budapest	Katona Jozsef Theater
The Power of Share	Hungary	Isobar Budapest zrt	Hungarian Telekom

CREATIVE USE OF TECHNOLOGIES

EntryTitle	Country	Entrant	Client
Seelight	Russia	Hungry Boys	All Russia Association of the Blind (VOS)
OK GO — Upside Down & Inside Out #GravitysJustAHabit	Russia	TUTKOVBUKOV Creative Agency	S7 Airlines
The Banner That Makes You Like Banners	Russia	BBDO Russia Group	3M
Don't Look Away	United Kingdom	AKQA	Usher
Words of delight	Slovakia	TRIAD Advertising Bratislava	O2 Slovakia
Mother's First Song	Korea Sout	The Cream Union	AIA Life Insurance Group
TOYOTA BARISTA	Japan	ADK	TOYOTA MOTOR CORPORATION
Speaking Images 2015	Germany	Serviceplan	World Press Photo
Mortal Timeline	Russia	BBDO Russia Group	INTOUCH Insurance
More than a sign	Russia	Young&Rubicam FMS LLC	Dislife.ru
Ink Mapping	Portugal	FunnyHow?	Central de Cervejas - Heineken Group

BRILLIANT EXECUTION

EntryTitle	Country	Entrant	Client
The first accessible brand film. Siemens Home Appliances.	Germany	Heimat	BSH Hausgeräte GmbH
OK GO — Upside Down & Inside Out #GravitysJustAHabit	Russia	TUTKOVBUKOV Creative Agency	S7 Airlines
SHOW THEM WHAT YOU'VE GOT	Japan	HAKUHODO INC.	OTSUKA PHARMACEUTICAL CO., LTD.
Extra Gum "Sarah & Juan"	United States of America	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
Mini-people – Together we can do great things	Czech Republic	LION COMMUNICATIONS s.r.o. - divize Leo Burnett	Rádio Impuls
Lily & the Snowman	Canada	Zulu Alpha Kilo	Cineplex
flexInduction Project	Germany	Heimat	BSH Hausgeräte GmbH
Silence	Germany	White Rabbit Films	Tesla
Alive memory	Russia	Friends Moscow	Google Russia
ŠKODA Superb Combi - Costume party	Czech Republic	Fallon Praha	ŠKODA Auto a.s.
Swisscom TV Playoff Hack	Switzerland	Republica AG	Swisscom
Unicum Image Film	Hungary	ACG Advertising Agency Ltd.	Zwack Unicum Nyrt.

STORYTELLING

EntryTitle	Country	Entrant	Client
THE GETAWAY	Germany	MAYD	Aproto e.V.
Aunt Bici	Hungary	DDB Reklámügynökség Kft.	Hungarian Telekom
Extra Gum "Sarah & Juan"	United States of America	Energy BBDO	Wrigley, a Subsidiary of Mars, Incorporated
Say No To Spec	Canada	Zulu Alpha Kilo	Zulu Alpha Kilo
Baggage handlers	Slovakia	JANDL, marketing a reklama, s.r.o.	SAMDEX
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Qantas In-Flight Safety Video	Australia	Positive Ape	Qantas
MOONJOURNEY	Germany	TRIMAPHILM Goetze und Trauer GbR	Prospects for young refugees (Munich based refugee NGO)
Brundibár from the Ghetto	Czech Republic	LION COMMUNICATIONS s.r.o. - divize Leo Burnett	Projektový tým Brundibár
Sound Of Change	Russia	Hungry Boys	Hungry Boys
Every Day a Play	Hungary	Young & Rubicam Budapest	Katona Jozsef Theater
Mother's Day 2015	United Kingdom	Mr. President	The Body Shop

FLASH IMPACT

EntryTitle	Country	Entrant	Client
UK	United Kingdom	Ogilvy & Mather London	28 Too Many
Citizenfour - The Power of Transparency	Hungary	Geometry Global Hungary	Magyarhangya
Sweden	United Kingdom	Ogilvy & Mather London	28 Too Many
Netherlands	United Kingdom	Ogilvy & Mather London	28 Too Many
Germany	United Kingdom	Ogilvy & Mather London	28 Too Many
Scotland	United Kingdom	Ogilvy & Mather London	28 Too Many
Village Beardster	Canada	Evans Hunt	Village Brewery
The music for 140 years	Hungary	Allison Advertising	Liszt Academy
Alive memory	Russia	Friends Moscow	Google Russia
The Dying Poster	Czech Republic	Ogilvy Group Czech Republic	Prague City Gallery

THE PRINCIPLE OF GAME

EntryTitle	Country	Entrant	Client
The Battle of the Pubs	Russia	Red Pepper	Ben Hall
KFC + Minecraft	Russia	Hungry Boys	KFC Russia
MOSCOW REAL GIRLS - INSTAPOSTERS	Russia	Instinct (BBDO Group)	Nike
The poster you can conduct	Hungary	Isobar Budapest zrt	Hungarian Telekom
Mortal Timeline	Russia	BBDO Russia Group	INTOUCH Insurance
The Banner That Makes You Like Banners	Russia	BBDO Russia Group	3M
Awaken your sleeping district	Russia	TBWA\Moscow	adidas
European Bike Stealing Championship 2015	Czech Republic	Mustard s.r.o.	ŠKODA AUTO a.s.

AUDIENCE ENGAGEMENT

EntryTitle	Country	Entrant	Client
European Bike Stealing Championship 2015	Czech Republic	Mustard s.r.o.	ŠKODA AUTO a.s.
IKEA Community Dinner	Czech Republic	Kaspen/Jung von Matt, a.s.	IKEA
Lien Aid Water Day 2015 - The Water Machine	Singapore	Wunderman Singapore Pte Ltd	Lien Aid
Seelight	Russia	Hungry Boys	All Russia Association of the Blind (VOS)
KFC + Minecraft	Russia	Hungry Boys	KFC Russia
Aunt Bici	Hungary	DDB Reklámügynökség Kft.	Hungarian Telekom
MOSCOW REAL GIRLS - INSTAPOSTERS	Russia	Instinct (BBDO Group)	Nike
Listen to me	Russia	Voskhod	Ural Music Night
The Banner That Makes You Like Banners	Russia	BBDO Russia Group	3M
Mortal Timeline	Russia	BBDO Russia Group	INTOUCH Insurance
Don't Look Away	United Kingdom	AKQA	Usher
#8MAMARCH	Russia	BBDO Russia Group	Moscow City Government, Moscow Department of Culture
Origami Raccoon's Beverage Industry	Russia	BBDO Russia Group	ORBI Charity Fund
Alive memory	Russia	Friends Moscow	Google Russia
Sound Of Change	Russia	Hungry Boys	Hungry Boys
The Match	Germany	Serviceplan	Sky Deutschland Fernsehen

CREATIVE BRANDING

EntryTitle	Country	Entrant	Client
Eye Caring Identity	Russia	Red Pepper	Culturavision
That's a Burger, Carl!	Russia	Red Pepper	That's a Burger, Carl!
Listen to me	Russia	Voskhod	Ural Music Night
The World's Biggest Interactive Music Box	Hungary	Saatchi & Saatchi Budapest	MÚPA
The Power of Share	Hungary	Isobar Budapest zrt	Hungarian Telekom
S4GAN	Slovakia	MUW Saatchi&Saatchi	SLOVAK TELEKOM
Alive memory	Russia	Friends Moscow	Google Russia
ŠKODA Tour de France - Born on Bikes.	Czech Republic	Fallon Praha	ŠKODA Auto a.s.

CREATIVE DESIGN

EntryTitle	Country	Entrant	Client
Eye Caring Identity	Russia	Red Pepper	Culturavision
Listen to me	Russia	Voskhod	Ural Music Night
La French Touch	United Kingdom	AKQA	Martell
Mr. T	Czech Republic	Ogilvy Group Czech Republic	Tesco Stores
Alive memory	Russia	Friends Moscow	Google Russia
The Dying Poster	Czech Republic	Ogilvy Group Czech Republic	Prague City Gallery
Speaking Images 2015	Germany	Serviceplan	World Press Photo

CREATIVE SALES & SALES SUPPORT

EntryTitle	Country	Entrant	Client
Bar which operates at a loss	Russia	Red Pepper	Bar which operates at a loss
IKEA Community Dinner	Czech Republic	Kaspen/Jung von Matt, a.s.	IKEA
The Match	Germany	Serviceplan	Sky Deutschland Fernsehen
SKY SQREENING	Germany	Serviceplan	Sky Deutschland Fernsehen

BEST BEER AD

EntryTitle	Country	Entrant	Client
Grolsch - The Youtube Synthesizer	Romania	Kubis Interactive	Ursus Breweries
Moms	Slovakia	Wiktor Leo Burnett, s.r.o.	Heineken Slovakia
Some days you just want to forget	Brazil	Candy Shop	Boca Maldita Beer
Shock Top: Unfiltered Talk	Canada	Anomaly Inc.	Shock Top
The Hero	Italy	Publicis Italy	Heineken
Budvar Brutal	Czech Republic	Kaspen/Jung von Matt, a.s.	Budějovický Budvar (Budweiser Budvar)

STATE AND PUBLIC INSTITUTIONS

EntryTitle	Country	Entrant	Client
Seelight	Russia	Hungry Boys	All Russia Association of the Blind (VOS)
The World's Biggest Interactive Music Box	Hungary	Saatchi & Saatchi Budapest	MŰPA
Brundibár from the Ghetto	Czech Republic	LION COMMUNICATIONS s.r.o. - divize Leo Burnett	Projektový tým Brundibár