

Brand	Entrant	Category
AJ Bell	Pablo	Finance
Alzheimers Society	Medialab Group	Government, Public Service & NGO's
CALM	adam&eveDDB	Crisis Response / Critical Pivot
CALM	adam&eveDDB	Experiential Marketing
CALM	adam&eveDDB	Positive Change: Social Good - Non-Profit
CALM	adam&eveDDB	Timely Opportunity
Corona Extra	AB InBev	Sustained Success - Products
Department for Health & Social Care	MullenLowe	Behavioural Science
Department for Health & Social Care	MullenLowe	Government, Public Service & NGO's
Dettol	McCann London	Home Goods & Services
Dr Pepper	Pablo	Beverages
Dulux Heritage	Ogilvy	Marketing Disruptors
Duracell	VML	Home Goods & Services
GWR	adam&eveDDB	Sustained Success - Services
IKEA	Mother	Home Goods & Services
IKEA	Mother	Retail
IKEA	Mother	Youth Marketing
Jammie Dodgers	McCann Manchester	Renaissance
Kahlua	Weiden + Kennedy	Seasonal Marketing
Keep Britain Tidy	Keep Britain Tidy	Positive Change: Environmental - Non-Profit
KitKat	VML	Food
Laithwaites	adam&eveDDB	Retail
MAGNUM	LOLA MullenLowe Spain	Food
MAGNUM	LOLA MullenLowe Spain	Seasonal Marketing
My Life My Say	Ogilvy	Youth Marketing
NHS Blood & Transplant	VML	Positive Change: Social Good - Non-Profit
Nurofen	McCann London	Health & Wellness
Nurofen	McCann London	Positive Change: Social Good - Brands
Pot Noodle	adam&eveDDB	Food
Pot Noodle	adam&eveDDB	Timely Opportunity
Renault	Publicis	Crisis Response / Critical Pivot
Smarty	The Gate	Internet, Telecom & Utilities
Taco Bell	Publicis	Challenger Brand Solution
Taco Bell	Publicis	Media Strategy & Idea
Taco Bell	Publicis	Small Budgets
The Electoral Commission	McCann Central	Government, Public Service & NGO's
The Guardian	Oliver	Media & Entertainment Companies
Tourism Ireland	Publicis	Travel, Transport, & Tourism
Tourism Ireland	Publicis	Challenger Brand Solution
Transport for London	Wavemaker	Media Strategy & Idea
Uber	Mother	New Product or Service Introductions and Line Extensions
Uber	Mother	Travel, Transport, & Tourism
Uber	Mother	Travel, Transport, & Tourism
V&A	adam&eveDDB	Culture & The Arts
V&A	adam&eveDDB	Positive Change: Social Good - Non-Profit
Walkers	VCCP	Sustained Success - Products
Xbox	McCann London	Entertainment & Sports
Xbox	McCann London	Partnerships & Sponsorships
Xbox	McCann London	Renaissance