

Category	Title	Brand	Product	Entrant / Idea Creation	Location
	HEINZ TATTOO INK	HEINZ	HEINZ TOMATO KETCHUP	SOKO, Sao Paulo	BRAZIL
	CORONA ISLAND	CORONA	CORONA BEER	DDB COLOMBIA, Bogota	COLOMBIA
	0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	LE PUB, Sao Paolo	BRAZIL
	NEST DOMES	BANANA BOAT	SOLAR PROTECTOR	WUNDERMAN THOMPSON COLOMBIA, Bogota	COLOMBIA
	DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN
	SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA
	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA
	BORDERLESS WEDDINGS	AEROMÉXICO	AEROMÉXICO	AEROMÉXICO, Mexico City	MEXICO
	GUARDED BUS STOP	ELETROMIDIA	ELETROMIDIA	ALMAPBBDO, Sao Paulo	BRAZIL
	THE AUTISM JOURNEY	TELEFONICA'S VIVO	ONLINE TOOL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
	THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA
	THE EXILED TEAM	BRAHMA BEER	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
	SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA
	SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE
	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA

Brand Experience & Activation

UNHASHTAGGED PLACES	RENAULT	ALASKAN OUTSIDER	PUBLICIS, Buenos Aires	ARGENTINA
REDESIGNING FOR E-NCLUSION	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU
MOUTH PAD^	AUGMENTAL	MOUTH PAD^	WUNDERMAN THOMPSON, Lima / AUGMENTAL, San Francisco	PERU / USA
THE SMART LEGACY	IFTHEN. INC	THE SMART LEGACY	DDB CENTRO, Guatemala City / EL TAIER DDB, Guatemala	GUATEMALA
E-NTERPRETERS SEASON 2	AB INBEV	PILSEN CALLAO	FAHRENHEIT DDB, Lima	PERU
THE GAMING CAP	DELL TECHNOLOGIES	Alienware Gaming Cap	VMLY&R, Sao Paulo	BRAZIL
THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA
COCA-COLA MAGIC AUDIOS	THE COCA-COLA COMPANY	COCA-COLA AND COCA-COLA NO SUGAR	OGILVY, São Paulo	BRAZIL
EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA
REROUTE	SKOL	SKOL BEER	GUT, Sao Paulo	BRAZIL
MANNEQUIN SPECTATORS	OECHSLE	OECHSLE	FAHRENHEIT DDB, Lima	PERU
BRAHMA MEDICAL DEPARTMENT	BRAHMA	BRAHMA BEER	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
UNOFFICIAL GOALS	AGUILA	AGUILA BEER	DAVID, Bogotá	COLOMBIA
UNBANNED ARMBAND	ALL OUT	ALL OUT	ALMAPBBDO, Sao Paulo	BRAZIL
CHAMELEON FLAG	BRAHMA	INSTITUTIONAL	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
95 CALS BAR	MICHELOB ULTRA	MICHELOB ULTRA BEER	AB INBEV, Mexico City / GUT, Mexico City	MEXICO
THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA
0.0 BARRIERS	HEINEKEN	HEINEKEN 0.0. ALCOHOL	LE PUB, Sao Paolo	BRAZIL
FILES OF FREEDOM	MERCADO LIBRE	MERCADO LIBRE	GUT, Sao Paulo	BRAZIL
EAT LIKE A CHAMP	PEDIDOS YA	PEDIDOS YA	GUT, Buenos Aires	ARGENTINA

CASHBACK FOR YOUR JERSEY'S BACK	FLASH	FLASH CORPORATE CARD	FCB BRASIL, Sao Paulo	BRAZIL
DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS
BOTTLE TILES	AREQUIPEÑA - AB INBEV	AREQUIPEÑA BEER	BACKUS - AB INBEV, Lima / VMLY&R, Lima	PERU
UNOFFICIAL GOALS	AGUILA	AGUILA BEER	DAVID, Bogotá	COLOMBIA
PETRA MILK	PETRA BEER	PETRA BEER	BETC HAVAS, Sao Paulo	BRAZIL
TURNING WASTE INTO LOW PRICES	PLAZA VEA	PLAZA VEA	FAHRENHEIT DDB, Lima	PERU
THE POSTPONED DAY	LALCEC	LALCEC	GREY ARGENTINA, Buenos Aires	ARGENTINA
SCROLLING THERAPY	EUROFARMA	EUROFARMA	DENTSU CREATIVE, Buenos Aires / DENTSU CREATIVE, New York / DENTSU CREATIVE, Chicago	ARGENTINA / USA
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS
DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN
HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS
BLIND SEATS	MUSIC VIBE & FUN TICKET	SEATS FOR ALL (ASIENTOS PARA TODOS).	MULLENLOWE SSP3, Mexico City	MEXICO
SAFELIST	TELEFÓNICA	MOVISTAR	VMLY&R, Santiago	CHILE
BACK RESTAURANTS	ZIPLOC	ZIPLOC	ALMAPBBDO, Sao Paulo	BRAZIL

	DOGS WITHOUT BORDERS	SFBO FRENCH-BRAZILIAN SOCIETY OF ONCOLOGY)	KDOG CANCER DETECT GROUP	VMLY&R, New York / VMLY&R, Sao Paulo / VMLY&R, Madrid	USA / BRAZIL / SPAIN
Creative B2B	EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL
	HEAVEN FISH	REGAL SPRING	FARMED FISH FOR EXPORT	OGILVY HONDURAS, Tegucigalpa	HONDURAS
	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO
	BEER POWER	HEINEKEN	HEINEKEN	LE PUB, Sao Paolo	BRAZIL
	DATA TIENDA	GAHR WECAPITAL	DATA TIENDA	DDB MEXICO, Mexico City	MEXICO
	EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL
	BEER POWER	HEINEKEN	HEINEKEN	LE PUB, Sao Paolo	BRAZIL
	OTHER MC'S	HEINZ	HEINZ PICKLES KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
	EART4	B3 STOCK EXCHANGE & UNITED NATIONS GLOBAL COMPACT	EART4	ALMAPBBDO, Sao Paulo	BRAZIL
	FAMIGLIA HEINZZOLA	HEINZ	HEINZ KETCHUP	AFRICA CREATIVE DDB, Sao Paulo	BRAZIL
Creative Data	WORLD CUP DELIVERY	PEDIDOS YA	PEDIDOS YA APP	GUT, Buenos Aires	ARGENTINA
	THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA
	THE SENIOR ECONOMY	BANCO DEL PACÍFICO	BANCO DEL PACÍFICO	PARADAIS DDB, Guayaquil	ECUADOR
	THE ARTOIS PROBABILITY	STELLA ARTOIS	STELLA ARTOIS	GUT, Buenos Aires	ARGENTINA
	NEVER DONE EVOLVING FEAT SERENA	NIKE	NIKE	AKQA, Sao Paulo / AKQA, Portland / AKQA, Melbourne	BRAZIL / USA / AUSTRALIA
	TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL
	TRANSPARENCY CARD	CONGRESSO EM FOCO	TRANSPARENCY CARD	AKQA, Sao Paulo	BRAZIL