



REGIONAL COMPETITION

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SHORTLIST

Title	Client	Entrant Company
#Pride Hair	Procter & Gamble, PANTENE	GREY TOKYO
#SAFETYFORSAFEKEEPERS	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	LEO BURNETT BEIRUT
A Career-Limiting Film	Global Women NZ	Saatchi & Saatchi Auckland
A Love Song to the Internet	Belong	Howatson+Company
ABAAD #LOCKDOWNNOTLOCKUP	ABAAD RESOURCE CENTER FOR GENDER EQUALITY	LEO BURNETT BEIRUT
Another kind of promo	Stellantis, Brand: Fiat Professional	Leo Burnett Italy
Awa	Andea Water	FAHRENHEITDDB
BEE_INFLUENCER	Fondation de France	Publicis Conseil
Beyond The Stadium	SK-II	Forsman&Bodenfors Singapore
BEYOND THE SURFACE INTEGRATED	ADIDAS	HAVAS MIDDLE EAST
Book of Limbo	Belong	Howatson+Company
Boys Do Cry	Gotcha4Life	The Hallway
BRAUN X FORMOSA CHANG	HENG LEONG HANG CO., LTD.	United Communications Group
Cheers, Kids!	Av og til	Kitchen / Lion Communications
Climate Warriors	NRMA Insurance	Thinkerbell
COLD TRACKER	SILKE BUCKER, FRANSOE BOUWER, SETH BAISE	PROMISE
DEAR NEIGHBOR	BOSE	WUNDERMAN THOMPSON DUBAI
DELIVERY TO BURGER KING	Burger King	McCann Lima
DESPAIR NO MORE	TENA	IMPACT BBDO DUBAI
Donation Dollar	Royal Australian Mint	Saatchi & Saatchi Australia
DUBBING THE MOVIE	Dunhuang Academy+Tencent Pictures	Treedom
Earth is saying	Greenpeace	Grey Colombia
EatQual	McDonald's	DDB Mudra Group
Empower Moves	UN Women Australia	The Monkeys
Endangered Streamers	GREENPEACE	VMLY&R BRASIL
I AM	STARBUCKS BRASIL	VMLY&R BRASIL
IF YOU'RE OUTDOORS, YOU NEED TO PROTECT YOURSELF	LEAGUE AGAINST CANCER	McCann Lima
Let's be Clear	Sprite	GUT Buenos Aires
Lifecycled	CCWD	VMLY&R BRASIL
Lights On	McDonald's	Leo Burnett London
LIQUID BILLBOARD	ADIDAS	HAVAS MIDDLE EAST
Machine-gun Mouth	Battlegrounds Mobile India	DDB Mudra Group
Made From Melbourne	Made From Melbourne	Saatchi & Saatchi Australia
MAJD AND THE LIBRARIAN	AL ETIHAD CREDIT BUREAU	SERVICEPLAN MIDDLE EAST
Marico Nihar Shanti Amla - RETEACH THE TEACHERS	Marico Limited	BBH India
MINIMALISM	MINI MIDDLE EAST	SERVICEPLAN MIDDLE EAST
Motherland Pride	KyivPride	Saatchi & Saatchi Ukraine
New Iconic Kisses	Mercado Libre	GUT Sao Paulo
NOISE-O-METER	BOSE	WUNDERMAN THOMPSON DUBAI
One House to Save Many	Suncorp Insurance / Suncorp Group	Leo Burnett Australia
Play On	Keno	Howatson+Company
RELICS SOLITAIRE	The Palace Museum+Tencent Lab	Treedom
River Apartments	Banco de Bogota	McCann Colombia
Rocks	Belong	Howatson+Company
Safely Feel The Real World	Durex	Amber Communication Shanghai
Scented Sticker Tester	EveandBoy	Wunderman Thompson Bangkok
Shop Unfriend	Central Department Store	Wolf BKK
Smart fill	Unilever	VMLY&R Mumbai
Songkran Stranger	TikTok	Wunderman Thompson Bangkok
Stayfree Daughter's Day	Stayfree Sanitary Pads	DDB Mudra Group
Take Care	DocMorris	Sune Sorensen Ltd
Terms Against Bullying	Universidade de Madeira	White Rabbit Budapest
The A-Z of things more likely to kill you than the AZ	The Factsination	Hardhat
The Billboard Remains	Netflix	The Leo Burnett Group Thailand
The Commitment	CCWD	VMLY&R BRASIL
THE HEALTHY MAP	CARREFOUR X FORTNITE	Publicis Conseil
THE KITCHEN IS FOR EVERYONE	GENERAL MILLS	VMLY&R Dubai
THE LAST POSSESSIONS	SAVE THE CHILDREN	VMLY&R Dubai
The Most expensive ad ever	Noblex	GUT Buenos Aires
The Online Park	Telekom Romania	Leo Burnett Bucharest
The Secret is Experience	KFC	McCann San Jose
THE SOCIAL DISTANCING PRAYER MAT	RECKITT	IMPACT BBDO DUBAI
The Training Day	THE 1 App	Wunderman Thompson Bangkok
THE WIDER WEB	ETISALAT	IMPACT BBDO DUBAI
The Youngest Headhunter In The World	The Foundation K.I.D.S.	Publicis Worldwide Poland
Thrive by Five	The Minderoo Foundation	M&C Saatchi
TOGETHER SEASON	Orange	Publicis Conseil
Tough People vs Shock Collar	SPCA	Heckler SG
TWO MONSTERS IN MY STORY	Face a L'inceste	Publicis Conseil
Uber Heetch	Heetch	Marcel Worldwide
VILLAGE ELECTRIQUE	Renault	Publicis Conseil
VW Incomplete GPS	Volkswagen	DDB Mudra Group
We Stand	Santander	VMLY&R BRASIL
Wearable Bags	Fontanar Centro Comercial	McCann Colombia
When will she be right?	UN Women Australia	The Monkeys
WHO'S YOUR CABBIE?	ROADS & TRANSPORT AUTHORITY	VMLY&R Dubai
You Are How You Slurp	Uni Noodle	ADK TAIWAN
ZOE AIRLINES	Renault	Publicis Conseil