



DIGITAL & MOBILE / SHORTLIST

Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
C1. Food / Drink						
75	23226	Nederburg Website	Distell	Liquorice	Cape Town	South Africa
77	23226	Richelieu's 'The Chase'	Distell	Liquorice	Cape Town	South Africa
152	23261	LA RECETTE DU BONHEUR (RECIPE OF HAPPINESS)	NESTLE GLORIA ALGERIE	SENSE CONSEIL	ALGIRS	ALGERIA
167	23277	CRUNCHY TONIK	MONDELEZ	TRIBAL DDB	Casablanca	Morocco
220	23323	Soul Rocker	Chicken Licken	Net#work BBDO,INJOZI	Johannesburg	South Africa
231	23325	NIDO MOTHERS DAY CAMPIAGN 2016	NESTLE (CWAR)	NOW AVAILABLE AFRICA	ACCRA	GHANA
321	23391	The Impossible Survey	Pernod Ricard South Africa	FCB Africa (Pty) Ltd	Cape Town	South Africa

C3. Insurance / Banking / Financial service						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
169	23279	CODE 30	CIH	TRIBAL DDB	Casablanca	Morocco
C5. Charity / General interest						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
330	23394	Story For Chela	StoryMoja Africa	Hill+Knowlton Strategies East Africa	Nairobi	Kenya
C9. Beauty product / Hygiene / Health product						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
304	23381	Ponds Expressions Campaign	Ponds Unilever	Digital Republic Linked By Isobar	Cairo	Egypt
C10. Corporate						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
97	23238	Instaglad	Clorox Africa (PTY) Ltd	DDB South Africa	Bryanston	South Africa

E1. Viral film						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
76	23226	It's in the Bag	Unilever	Liquorice	Cape Town	South Africa
79	23226	SuzelleDIY Ultimate Burger	Hellmann's South Africa	Liquorice	Cape Town	South Africa
304	23381	Ponds Expressions Campaign	Ponds Unilever	Digital Republic Linked By Isobar	Cairo	Egypt
335	23398	FutureFWD The Perfect Life	Glacier by Sanlam	King James Group	Cape Town	South africa
E2. Interactive video						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
171	23281	CIH BANK PRE ROLL	CIH BANK	RAPP MAROC	Casablanca	Morocco
228	23323	Mercedes-Benz Virtual Reality	Mercedes-Benz	Net#work BBDO & Sinister Studio	Johannesburg	South Africa

E3. Series/webisodes						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
229	23323	The Mercedes-Benz #FindYourBest Challenge	Mercedes-Benz	Net#work BBDO	Johannesburg	South Africa
428	23429	Pranks	INWI	Shems Publicité	Casablanca	Morocco
F. Digital Innovation						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
78	23226	Richelieu's 'The Chase'	Distell	Liquorice	Cape Town	South Africa
228	23323	Mercedes-Benz Virtual Reality	Mercedes-Benz	Net#work BBDO & Sinister Studio	Johannesburg	South Africa
275	23354	Why Mandolin Twin Pack	Mondelez	Starcom	Cairo	Egypt
330	23394	Story For Chela	StoryMoja Africa	Hill+Knowlton Strategies East Africa	Nairobi	Kenya

G. Innovative us of social/community						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
97	23238	Instaglad	Clorox Africa (PTY) Ltd	DDB South Africa	Bryanston	South Africa
123	23246	#BraamLion	General Motors South Africa	Commonwealth McCann South Africa	Johannesburg	South Africa
336	23398	Metro Police Ride-Along	City of Cape Town	King James Group	Cape Town	South Africa
H. Integrated Campaign						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
72	23226	OMO Fast Kids	Unilever	Liquorice	Cape Town	South Africa
73	23226	Nederburg Integrated Campaign	Distell, Nederburg	Liquorice	Cape Town	South Africa
74	23226	Hellmann's South Africa	Hellmann's South Africa	Liquorice	Cape Town	South Africa
82	23226	It's in the Bag	Knorr - Unilever	Liquorice	Cape Town	South Africa
220	23323	Soul Rocker	Chicken Licken	Net#work BBDO,INJOZI	Johannesburg	South Africa

I. Mobile websites and web applications						
Id	Order Id	Entry Title	Client	Advertising Agency	City	Country
83	23226	Robertsons Playbook	Robertsons	Liquorice	Cape Town	South Africa
220	23323	Soul Rocker	Chicken Licken	Net#work BBDO,INJOZI	Johannesburg	South Africa