

**Glass - The Lion For Change Shortlist**

Track	Cat. No	Entry No	Title	Brand	Product	Entrant Company	Entrant Country	Idea Creation	Production	Media	PR	Additional
Good	A01/002	00022	PROJECT BODY HAIR	BILLIE	BILLIE RAZORS	BILLIE New York	USA	BILLIE New York	CARBON VFX New York / WAVE STUDIOS New York / WHITEHOUSE POST New York		SMALL GIRLS PR New York	
Good	A01/005	00031	THE GENDERLESS VOICE	COPENHAGEN PRIDE	Q, THE GENDERLESS VOICE	COPENHAGEN PRIDE	DENMARK	VIRTUE NORDIC Copenhagen	VIRTUE NORDIC Copenhagen		VIRTUE NORDIC Copenhagen	KOALITION New York / THIRTYSOUNDSDG OOD Copenhagen
Good	A01/017	00035	BOYS DON'T CRY	WHITE RIBBON	WHITE RIBBON CAMPAIGN	BENSIMON BYRNE Toronto	CANADA	BENSIMON BYRNE Toronto	ALTER EGO Toronto / BERKELEY Toronto / ROOSTER POST PRODUCTION Toronto / UNTITLED FILMS Toronto		NARRATIVE Toronto	JIGSAW CASTING Toronto
Good	A01/027	00048	JUST DO IT: CASTER SEMENYA	NIKE SOUTH AFRICA	NIKE SOUTH AFRICA	WIEDEN+KENNEDY AMSTERDAM	THE NETHERLANDS	WIEDEN+KENNEDY AMSTERDAM	GLASSWORKS Amsterdam / PARK PICTURES London / TRIM London / WAVE STUDIOS London			
Good	A01/029	00036	CLOSER THAN YOU THINK	UN WOMEN ICELAND	HE4SHE GLOBAL SOLIDARITY MOVEMENT FOR GENDER EQUALITY	PIPAR\TBWA Reykjavik	ICELAND	PIPAR\TBWA Reykjavik	PIPAR\TBWA Reykjavik		UN WOMEN ICELAND Reykjavik	
Good	A01/049	00021	#BODYPROUDMUMS	MOTHECARE	MOTHECARE	mcgarrybowen London	UNITED KINGDOM	mcgarrybowen London	mcgarrybowen London	INITIATIVE London	INKLING CULTURE AND ENTERTAINMENT London	
Good	A01/053	00067	THE E.V.A. INITIATIVE	VOLVO CARS	VOLVO CARS	FORSMAN & BODENFORS Gothenburg	SWEDEN	FORSMAN & BODENFORS Gothenburg	NEW LAND Stockholm	MINDSHARE Gothenburg		F&B INHOUSE Gothenburg / FACTORY London / FRAMESTORE London / GOODBYE KANSAS STUDIOS Stockholm / SUPERSTUDIO Stockholm
Good	A01/077	00109	HERE TO CREATE CHANGE	ADIDAS	ADIDAS	TBWA/CHIAT DAY NEW YORK	USA	TBWA/CHIAT DAY NEW YORK	DMB MEDIA New York			ADIDAS Herzogenaurach / FRISIAN LONDON RETOUCHING / GLOSS POSTPRODUCTION New York
Good	A01/085	00122	NEXT MINUTE SCENE	MINISTERIO PUBLICO AND ABAP	INSTITUTIONAL	VMLY&R BRAZIL São Paulo	BRAZIL	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	VMLY&R BRAZIL São Paulo	
Good	A01/087	00118	MISS AMERICA 2.0	MISS AMERICA ORGANIZATION	MISS AMERICA 2.0 REBRAND CAMPAIGN	VMLY&R New York	USA	VMLY&R New York	CLICKON MEDIA New York			VMLY&R New York
Good	A01/100	00135	MY FIRST BRA	ANTRA - NATIONAL ASSOCIATION OF TRANSSEXUALS AND TRANSSEXUALS	INSTITUTIONAL	MADRE MIA FILMES Sao Paulo	BRAZIL	MADRE MIA FILMES Sao Paulo	CABARET STUDIO São Paulo / MADRE MIA FILMES Sao Paulo			ANTRA - ASSOCIAÇÃO NACIONAL DE TRAVESTIS E TRANSEXUAIS Salvador
Good	A01/101	00147	LESSONS IN HERSTORY	DAUGHTERS OF THE EVOLUTION	EDUCATIONAL WOMEN'S HISTORY APP	GOODBY SILVERSTEIN & PARTNERS San Francisco	USA	GOODBY SILVERSTEIN & PARTNERS San Francisco	GOODBY SILVERSTEIN & PARTNERS San Francisco			ELEVEL San Francisco
Good	A01/116	00162	PROJECT #SHOWUS	UNILEVER - DOVE	BEAUTY PRODUCTS	PUBLICIS SAPIENT New York	USA	PUBLICIS SAPIENT New York	COMPANY 3 New York / COSMO STREET New York / FURLINED Santa Monica / GIRLGAZE Los Angeles / SWITCH FX New York	MINDSHARE London	EDELMAN New York / GOLIN London	GETTY IMAGES New York / SOUND LOUNGE New York
Good	A01/117	00168	THE NOT SO BEAUTIFUL GAME	NATIONAL CENTRE FOR DOMESTIC VIOLENCE	NCDV	WUNDERMAN THOMPSON London	UNITED KINGDOM	J. WALTER THOMPSON London			J. WALTER THOMPSON London	
Good	A01/124	00156	NIKE DREAM CRAZIER	NIKE	NIKE	NIKE Portland	USA	WIEDEN+KENNEDY Portland	SOMESUCH Los Angeles	PUBLICIS SAPIENT Seattle / WIEDEN+KENNEDY Portland		A52 Santa Monica / COMPANY 3 Santa Monica / ELEVEN SOUND Santa Monica / JOINT EDITORIAL Portland

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Good	A01/127	00184	WE BELIEVE: THE BEST MEN CAN BE	GILLETTE	GROOMING - BLADES & RAZORS	GREY New York	USA	GREY New York	COSMO STREET New York / MPC New York / SOMESUCH Los Angeles / TOWNHOUSE New York	CARAT New York	KETCHUM New York	FUTURE PERFECT New York
Good	A01/138	00182	FIRST SHAVE	PROCTOR & GAMBLE CANADA	GILLETTE	GREY CANADA Toronto	CANADA	GREY CANADA Toronto	CYLINDER SOUND & FILM Toronto / FORT YORK VFX Toronto / ROOSTER POST PRODUCTION Toronto / SKIN & BONES Toronto / THE VANITY Toronto	GREY CANADA Toronto		
Good	A01/151	00179	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	THE FEMALE COMPANY	THE TAMPON BOOK: A BOOK AGAINST TAX DISCRIMINATION	SCHOLZ & FRIENDS Berlin	GERMANY	SCHOLZ & FRIENDS Berlin		SCHOLZ & FRIENDS Berlin	SCHOLZ & FRIENDS Berlin	METAGATE Berlin
Good	A01/158	00204	HAMAM WATERPROOF SAREE	UNILEVER HAMAM	HAMAM SOAP	OGILVY MUMBAI	INDIA	OGILVY MUMBAI		HIGHLIGHT EVENT STUDIO Mumbai / SATAKSHI EXPORTS Surat / THE REACH Mumbai	COHN & WOLFE 6 DEGREES Mumbai	
Good	A01/159	00218	VIVA LA VULVA	ESSITY	LIBRESSE/BODYFORM	AMVBBDO London	UNITED KINGDOM	AMVBBDO London	SOMESUCH London			
Good	A01/173	00226	TOUR DES FEMMES	SKODA	SKODA	FALLON LONDON	UNITED KINGDOM	FALLON LONDON	EXELL London			
Good	A01/181	00127	THE LAST EVER ISSUE	GAZETA.PL / MASTERCARD / BNP PARIBAS	GAZETA.PL (A NEWS PORTAL)	VMLY&R POLAND Warsaw	POLAND	VMLY&R POLAND Warsaw	PAPAYA FILMS Warsaw	WAVEMAKER Warsaw	FUNDACJA SUKCESU PISANEGO SZMINKA Warsaw / VMLY&R POLAND Warsaw / WAVEMAKER Warsaw	
Good	A01/191	00230	THE NON-ISSUE	L'ORÉAL PARIS	AGE PERFECT	McCANN PARIS	FRANCE	McCANN LONDON / McCANN PARIS	CRAFT LONDON / FACEBOOK Paris	CONDÉ NAST INTERNATIONAL London		

Total Entries: 23