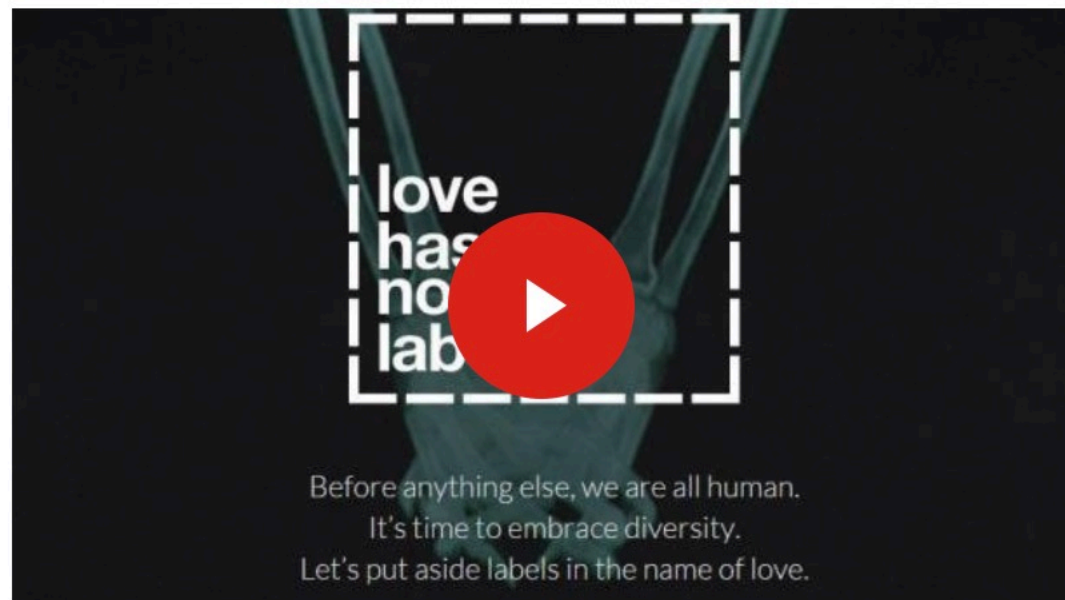




Charity/PSA Campaign of the Year



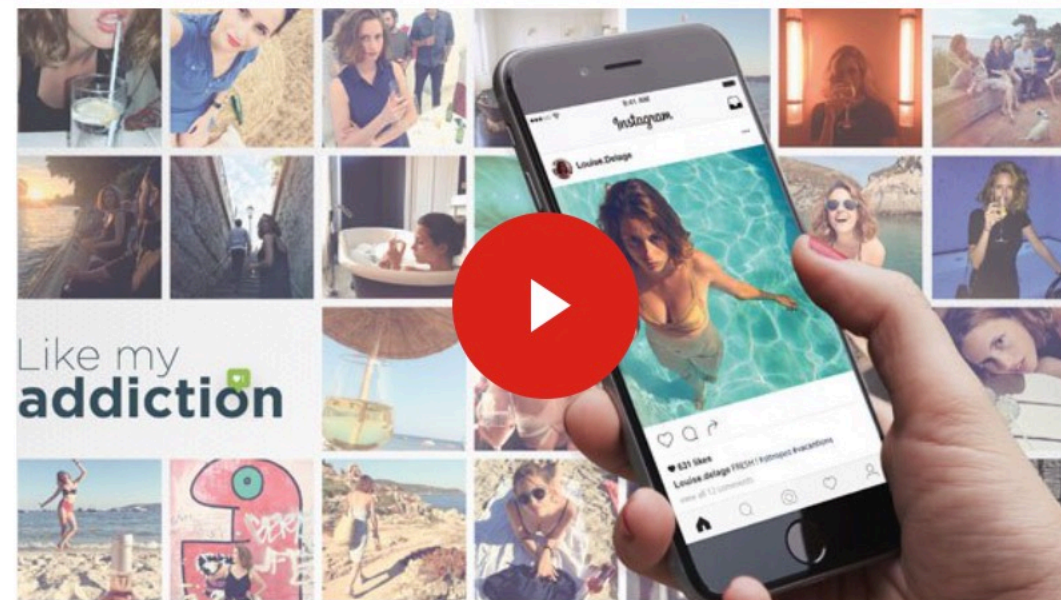
Ad Council “*Love Has No Labels*”

Agency: R/GA New York

Production Company: Tool of North America Los Angeles

Director: Floyd Russ

Editing Company: Cut + Run Los Angeles



Addict Aide *Like My Addiction*

Agency: BETC Paris

Production Company: Francine Framboise Paris

Director: Pierre Edouard Joubert



Banff Centre for Arts and Creativity *Things You Can't Unthink*

Agency: Cossette, Toronto

Production Company: Frank Content Inc. Toronto

Director: Rodrigo Garcia Saiz





Burns & Smiles *Halloween*

Agency: TBWA\Paris

Production Company: TBWA\Else

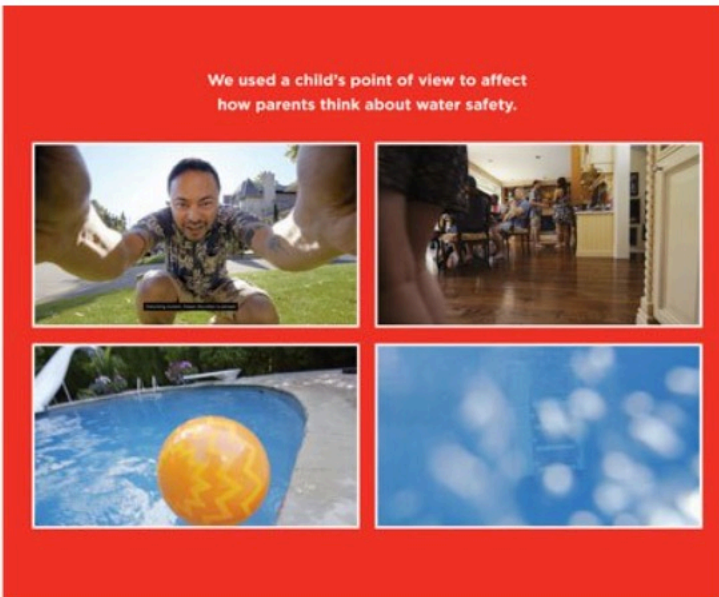
Director: Nicolas Galoux



THE POOL PARTY

At a time when much advertising is more easily ignored than ever before - even around causes that really matter - ICF Olson partnered with the Canadian Red Cross to bring to life an idea that we hoped would move people enough to make them take action.

Drawings are reaching a record high in Ontario and across Canada in 2017 and we wanted to do something about it. Working from the popular social media POV video premise of "we put a camera on #_____," we wondered, what if someone put a camera on their child at a pool party and a moment of tragedy was captured? Would people, seeing the viewpoint of an unattended child that falls into the water, feel the reaction we hoped they would?

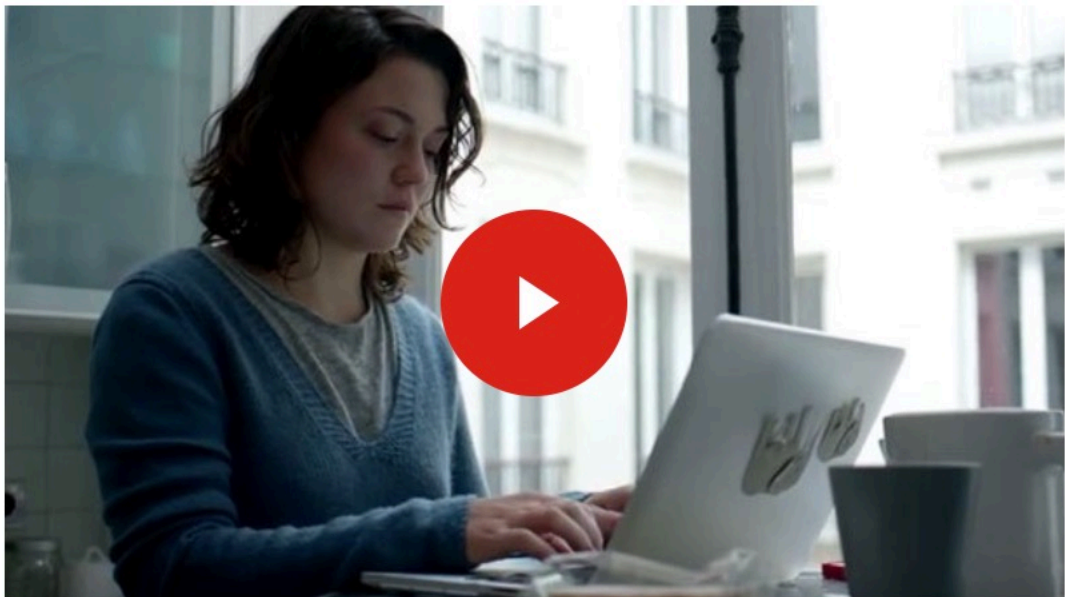


Canadian Red Cross *The Pool Party*

Agency: ICF Olson

Production Company: SRRNDR Content

Director: Andrew Chiu



Collectif Féministe Contre Le Viol (CFCV)

Laurajsd_90

Agency: CLM BBDO Paris

Production Company: Wanda Productions Paris

Director: Philippe André

