

# THE /INDIE/ AWARDS SHORTLIST

## CREATIVE – AUDIOVISUAL

### MOTEL 6: SKI FOR ALL

Agency: Barkley  
Country: USA  
Client: Motel 6



### THE WISH

Agency: SERVICEPLAN GERMANY  
Country: Germany  
Client: PENNY



### PETS STAY FREE

Agency: Barkley  
Country: USA  
Client: Motel 6



### PROJECT COURAGE

Agency: RPA Advertising  
Country: USA  
Client: American Honda Motor Co., Inc.



### FURPHY, WHAT THE TRUCK?!

Agency: Thinkerbell  
Country: Australia  
Client: Lion- Furphy



## CREATIVE – PRINT & DESIGN

### REED – LOVE MONDAYS AGAIN

Agency: isobel Advertising  
Country: UK  
Client: Reed



### ORDERS OF SACRIFICE

Agency: Zulu Alpha Kilo  
Country: Canada  
Client: Royal Canadian Legion / HomeEquity Bank



### THE IMPOSSIBLE PARADE

Agency: 180heartbeats + JUNG v MATT,  
Warsaw  
Country: Poland  
Client: Kampania Przeciw Homofobii / Campaign Against Homophobia

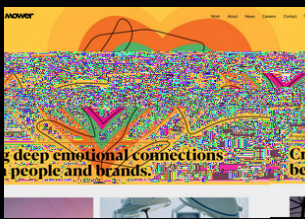
### BAROQUE POP

Agency: Lorenzo Marini Group  
Country: Italy  
Client: Galleria Borghese



### MOWER REBRAND: MAKING FIERCE FRIENDS

Agency: Mower  
Country: USA  
Client: Mower



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## CORPORATE PR

### EUROPE'S ENERGY FUTURE

Agency: Kurio  
Country: Finland  
Client: Wärtsilä Energy



### FIXED-RATE PIZZA

Agency: Zulu Alpha Kilo  
Country: Canada  
Client: Pizza Pizza



### WHAT DO YOU KNOW ABOUT PRIDE?

Agency: Neon 2020  
Country: Italy  
Client: ATM - Azienda Trasporti Milanesi (Milan Public Transport Company)



### THE NET: A NETWORK OF MENTAL HEALTH SUPPORT IN SPORT

Agency: OKRP  
Country: USA  
Client: The Chicago Sky



### #YOURSURGEONSHOULDBEPLASTIC: PATIENTS IN DANGER, AESTHETIC SURGERIES WITHOUT LAW

Agency: MGC LATAM  
Country: Chile  
Client: The Chilean Society of Plastic Surgeons (SSCP)



## LIFESTYLE PR

### GUERLAIN REVERSE

Agency: M.NSTR.  
Country: France  
Client: GUERLAIN



### SMIRNOFF NO FAN LEFT BEHIND

Agency: Taylor Global, LLC  
Country: USA  
Client: Smirnoff



### CROWN ROYAL 18 X CHOPPED & SCREWED

Agency: Taylor Global, LLC  
Country: USA  
Client: Crown Royal



### FURPHY, WHAT THE TRUCK?!

Agency: Thinkerbell  
Country: Australia  
Client: Lion- Furphy



### HEARTS IN THE RIGHT PLACE FOR SUCCESSION

Agency: Fever UNLIMITED  
Country: UK  
Client: NOW



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## MEDIA

### ASMODEE – HITTING THE AIRWAVES!

Agency: Generation Media  
Country: UK  
Client: Asmodee



### SUPA QUICK – VALENTINES DAY

Agency: Mediology  
Country: South Africa  
Client: Supa Quick



### LOVE MEDIA – CHATIME "SATISFY YOUR STRANGE" 2022

Agency: Love Media  
Country: Australia  
Client: Chatime Australia



### HIJACKING THE MASTERS

Agency: Zulu Alpha Kilo  
Country: Canada  
Client: Harry Rosen



### FOREST HOLIDAYS: MAXIMISING THE UK STAYCATION MARKET

Agency: AMS Media Group  
Country: UK  
Client: Forest Holidays



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## PUBLIC GOOD

### THE IMPOSSIBLE PARADE

Agency: 180heartbeats + JUNG v MATT,  
Warsaw  
Country: Poland  
Client: Kampania Przeciw Homofobii /  
Campaign Against Homophobia

### TAKE A STEP

Agency: Media Precinct  
Country: Australia  
Client: headspace - National Youth  
Mental Health Foundation



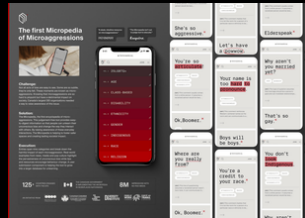
### BLACK SHOP FRIDAY: PUTTING THE BLACK IN BLACK FRIDAY

Agency: OKRP + Putney  
Country: USA  
Client: World Business Chicago



### THE MICROPEDIA OF MICROAGGRESSIONS

Agency: Zulu Alpha Kilo  
Country: Canada  
Client: Black Business and Professional Association, Toronto Metropolitan University's Diversity Institute, Canadian Congress on inclusive diversity and workplace equity, Pride at Work Canada



### UNSEEN UKRAINE WELCOME TEXT

Agency: BBD Perfect Storm  
Country: UK  
Client: Unseen UK



### PINK CAPE

Agency: Tank  
Country: Estonia  
Client: Estonian Cancer Society

