



THE

BRITISH ARROWS

2017

COMBINED SHORTLIST

BRAND, PRODUCT, <i>TITLE</i>	CAMPAIGNS NOMINATION	CRAFT NOMINATION
84 Lumber, <i>The Journey</i>		CINEMATOGRAPHY : Justin Brown
Acura, NSX, <i>Original Must Be Done</i>		EDITING : James Rosen at Final Cut SOUND DESIGN : Will Cohen at String and Tins
Ageas, Back Me Up, <i>Mishaps Campaign - Inside Horse; Ocean Zorb; Good Luck Drone; Selfie Snake</i>	UK CAMPAIGN	
Alzheimer's Research UK, <i>Santa Forgot</i>		ANIMATION: 2D : Asa Lucander, Jason Fletcher-Bartholomew and Heather Wright at Aardman Animations
Amazon, Amazon Prime, <i>Busker</i>	DIGITAL SERVICES	
Amazon, Amazon Prime, <i>Vicar and Imam</i>	RETAILERS	
Amnesty International, Refugee crisis awareness campaign, <i>Outrage Is Not Enough</i>	INTERACTIVE VIDEO ADVERTISING	
Anheuser-Busch InBev, Stella Artois - Wimbledon, <i>Never Heard Of It</i>	ALCOHOLIC DRINKS	
Apple, AirPods, <i>Stroll</i>	ELECTRONICS	DIRECTOR – THE FRANK BUDGEN AWARD : Sam Brown EDITING : Paul Hardcastle at Trim
Audi, Audi R8, <i>Spin</i>	AUTOMOTIVE BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	
Audi of America, Gender Pay Equality, <i>Daughter</i>	INTERNATIONAL	PRODUCTION DESIGN : Richard Wright
Audi of America, Audi, <i>Duel</i>	INTERNATIONAL	EDITING : Rich Orrick at Work DIRECTOR – THE FRANK BUDGEN AWARD : Ringan Ledwidge
Barnardo's, Believe in Me; Gymnast; <i>Ballet</i>	UK CAMPAIGN	
belVita, belVita Breakfast Biscuit, <i>Next Stop: Good Mornings With belVita</i>		CASTING : Jonty Toosey, Laura Gregory and Kate Phillips
Bose, QuietComfort 35 Headphones, <i>Get Closer</i>	ELECTRONICS	USE OF EXISTING MUSIC : Leon Dixon-Goulden and Scuta Salamanca
Bupa, <i>For Owning The Dancefloor</i>	FINANCIAL & CORPORATE SERVICES	CASTING : Lucy Pardee PERFORMANCE : Suzann McLean
Burberry, <i>The Tale of Thomas Burberry</i>	FASHION	CINEMATOGRAPHY : Dion Beebe PRODUCTION DESIGN : John Beard COSTUME & WARDROBE : Hannah Robinson and Michael O'Connor COLOURIST : James Bamford at The Mill

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Cadbury, Cadbury chocolate, <i>Cadvent</i>		ACHIEVEMENT IN PRODUCTION : Chris Goulder, Jessica Turner and Tim Marshall
Camelot, Lotto, <i>Let's Not Be Blunt</i>	FINANCIAL & CORPORATE SERVICES BEST OVER 60 AND UP TO & INCLUDING 90 SECOND	
Cancer Research UK, Cancer Research UK (Brand Response), <i>Cancer is Happening Right Now: Adyan Sings</i>	CHARITY & PUBLIC SERVICE BEST OVER 15 AND UP TO & INCLUDING 30 SECOND	
Cancer Research UK, Cancer Research UK (Brand Response), <i>Cancer is Happening Right Now (including Right Now: Live Inside the Human Body) (Integrated Campaign)</i>	BEST INTEGRATED	
Cancer Research UK, Cancer Research UK (Brand Response), <i>Cancer is Happening Right Now - Right Now: See The Connection; Stuart and Louise; Adyan Sings; Adyan's Camera; Gail; Live Inside the Human Body</i>	UK CAMPAIGN	ACHIEVEMENT IN PRODUCTION : Daisy Mellors and Mich Bradfield at Anomaly and Lucy Bowden at The Garden Productions
Center Parcs, <i>Forest Is Your Playground</i>		CGI : Dean Robinson at Electric Theatre Collective VFX : Ryan Knowles at Electric Theatre Collective
Centrepont, <i>The Human Flesh</i>		STUDENT COMMERCIAL : John Higgins and Tom Doran
Channel 4, Paralympics, <i>We're the Superhumans</i>	ENTERTAINMENT PROMOTIONS SPORTS BEST OVER 90 SECOND COMMERCIAL BEST INTEGRATED	
Department for Transport, Think!, <i>Go Between</i>	CHARITY & PUBLIC SERVICE	
Diageo, Guinness, <i>Hammond</i>	ALCOHOLIC DRINKS	
Esso, <i>Sophie's Journey</i>	AUTOMOTIVE	
Expedia, <i>Train</i>		COLOURIST : Mark Gethin and Ricky Gausis at MPC
Ford, Ford Edge, <i>Le Fantôme</i>		ORIGINAL COMPOSITION : Colin Smith and Simon Elms
Formula E, <i>The Leap of Faith</i>	AUTOMOTIVE	
GambleAware, BeGambleAware, <i>Machine</i>		CASTING : Hammond Cox Casting EDITING : Leo King at Stitch

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GambleAware, BeGambleAware, <i>Online</i>		CASTING : Hammond Cox Casting
Great Ormond Street Hospital, <i>Ordinary World</i>	CHARITY & PUBLIC SERVICE	
Greenies, <i>British Teeth</i>	INTERNATIONAL	
H&M, Recycling, <i>Bring it on!</i>	FASHION	
H&M, <i>Come Together</i>	FASHION RETAILERS BRANDED ENTERTAINMENT BEST OVER 90 SECOND COMMERCIAL	DIRECTOR – THE FRANK BUDGEN AWARD : Wes Anderson CINEMATOGRAPHY : Bruno Delbonnel PRODUCTION DESIGN : Marcus Rowland CASTING : Sophie North COLOURIST : Peter Doyle and Dave 'Luddy' Ludlam at The Mill
H&M, <i>Essentials for Everyone</i>	FASHION RETAILERS BEST OVER 60 AND UP TO & INCLUDING 90 SECOND	
H&M, <i>The Road Trip</i>	FASHION RETAILERS BRANDED ENTERTAINMENT	
Haig, Haig Clubman, <i>Make Your Own Rules</i>		COLOURIST : Paul Harrison at Freefolk
Harvey Nichols, <i>Bo Gilbert The 100-Year-Old Model</i>	FASHION RETAILERS BRANDED ENTERTAINMENT	
Harvey Nichols, <i>Britalia</i>	FASHION	WRITING : Matt Finch and Mark Lewis DIRECTOR – THE FRANK BUDGEN AWARD : Gary Freedman COLOURIST : Jean-Clément Soret at MPC
Havana Club, Rum, <i>Colour In The Dark</i>		COLOURIST : Matt Turner at Absolute Post
Heathrow Airport, <i>Coming Home for Christmas</i>	NEW ADVERTISER	ANIMATION: 3D : Jorge Montiel, Philippe Moine and Jesus Parra at The Mill CGI : Mike Chapman, Alan Williamson and Clement Granjon at The Mill

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Heineken, Kronenbourg, <i>The Alsace-tians</i>		PRODUCTION DESIGN : Pirra Lorenzo
Hennessy, Whisky, <i>The Piccards</i>	ALCOHOLIC DRINKS BEST OVER 60 AND UP TO & INCLUDING 90 SECOND	
Hewlett Packard, <i>Reinvent Giving (60" & 2' 50")</i>	ELECTRONICS	DIRECTOR – THE FRANK BUDGEN AWARD : Seb Edwards CINEMATOGRAPHY : Alwin Kuchler CASTING : Jennifer Venditti at JV8INC and Dan Bell EDITING : Sam Rice-Edwards at The Assembly Rooms
HomeAway, Holiday Rentals, <i>HomeAway From It All</i>	DIGITAL SERVICES TRANSPORT & TOURISM	WRITING : Ben Robinson and Mike Whiteside DIRECTOR – THE FRANK BUDGEN AWARD : Tom Kuntz ORIGINAL COMPOSITION : Wake The Town
Honda, Film on 4 Sponsorship, <i>The Evolution of Stunts</i>		IN-CAMERA EFFECTS : Damien Walters
Honda, Honda Civic, <i>Up 90"</i>		NEW DIRECTOR : Pedro Martin-Calero COLOURIST : George K at MPC VFX : Bill McNamara, Iain Murray and Mike Little at MPC SOUND DESIGN : Anthony Moore, Neil Johnson and Jack Hallett at Factory and Siân Rogers at SIREN
IKEA, Joy of Storage, Epic Fails - <i>iPad; Wardrobe; Flour Jar; Mat Slip; Tent; Plates</i>	UK CAMPAIGN	
IKEA, Yearly Theme: Life Around the Kitchen, <i>Let's Relax</i>	BRANDED ENTERTAINMENT	
IKEA, Lighting, <i>Welcome Home</i>	RETAILERS BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	CASTING : Dan Hubbard USE OF EXISTING MUSIC : Tessa Harris at Major Tom
IKEA, Bedrooms, <i>Win At Sleeping</i>	RETAILERS BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	
Inspiring the Future, Charity, <i>Redraw the Balance</i>	CHARITY & PUBLIC SERVICE	
ITV, <i>ITV Horse Racing: Nothing Comes Close</i>		CINEMATOGRAPHY : Ben Magahy

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Jigsaw, <i>New Wave Jeans</i>		STUDENT COMMERCIAL : John Higgins, Ian Packard, Dan Atherton and Roland Kennedy
John Lewis, Christmas, <i>Buster The Boxer (1' 30" & 2')</i>	RETAILERS BRANDED ENTERTAINMENT BEST OVER 60 AND UP TO & INCLUDING 90 SECOND BEST OVER 90 SECOND COMMERCIAL	DIRECTOR – THE FRANK BUDGEN AWARD : Dougal Wilson ANIMATION: 3D : David Bryan, Tim van Hussen and Max Mallmann at MPC COLOURIST : Jean-Clément Soret at MPC CGI : Diarmid Harrison-Murray, Fabian Frank and William Laban at MPC
John Lewis, Interactive Christmas VR Experience, <i>Buster's Garden</i>		VR / 360 : Dan Phillips, Andre Assalino and Pete Conolly at MPC
Johnson & Johnson, Nicorette, <i>One Breath</i>	HOUSEHOLD GOODS	
Kia Motors America, Kia, <i>Hero's Journey</i>		EDITING : Jono Griffith at Work
Lipton, Lipton Bauble, <i>School Bus</i>		USE OF EXISTING MUSIC : Lawrence Millar
Lurpak, Game On, <i>Cooks</i>	FOOD BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	
MailChimp, <i>KaleLimp</i>	DIGITAL SERVICES BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	DIRECTOR – THE FRANK BUDGEN AWARD : The Sacred Egg
MailChimp, <i>MailShrimp</i>	DIGITAL SERVICES BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	DIRECTOR – THE FRANK BUDGEN AWARD : The Sacred Egg COSTUME / WARDROBE : Oscar Charpentier ORIGINAL COMPOSITION : Alex Cowan and Joshua Williamson
MailChimp, <i>JailBlimp</i>	DIGITAL SERVICES BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	DIRECTOR – THE FRANK BUDGEN AWARD : The Sacred Egg COLOURIST : Richard Fearon at MPC
MailChimp, Did You Mean MailChimp? - <i>KaleLimp; MailShrimp; JailBlimp</i>	UK CAMPAIGN	
Marks & Spencer, Christmas, <i>Christmas With Love</i>	RETAILERS	

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Mars, Galaxy, <i>The Chase</i>		ORIGINAL COMPOSITION : Peter Raeburn and Andrew Kingslow
Mars Petcare, Temptations Treats, <i>Don't You Forget About Me</i>	HOUSEHOLD GOODS BEST OVER 90 SECOND COMMERCIAL	
Mars Petcare, Temptations Treats, <i>Keep Them Busy</i>	HOUSEHOLD GOODS	EDITING : James Rosen at Final Cut SOUND DESIGN : Jon Clarke at Factory
Mars/Wrigley, Skittles, <i>Romance</i>	INTERNATIONAL	
McDonald's, McCafé, <i>Madness (30" & 60")</i>	NON-ALCOHOLIC DRINKS BEST OVER 15 AND UP TO & INCLUDING 30 SECOND BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	USE OF EXISTING MUSIC : Matt Lee from Leo Burnett and Sharpa Music
Mellon Educate, Charity, <i>#WTFHYD?</i>	CHARITY & PUBLIC SERVICE	WRITING : Jake Attree and Nathan White
Nationwide Building Society, Nationwide, <i>Voices Nationwide</i>	FINANCIAL & CORPORATE SERVICES	
Nike, <i>Believe In More</i>		IN-CAMERA EFFECTS : Bethany Strong and Tovarís Wilson COSTUME / WARDROBE : Matthew Josephs MAKE-UP, HAIR & PROSTHETICS : Kabuki
Nike, Nike Football, <i>The Switch</i>	SPORTS BEST OVER 90 SECOND COMMERCIAL	
Nike, <i>Unlimited You</i>	INTERNATIONAL	
No7, Lift & Luminate, <i>Ready For More</i>	HOUSEHOLD GOODS	
No7, Match Made, <i>Ready To Speak Up</i>		COLOURIST : James Bamford at The Mill
Paddy Power, Betting App, <i>Coach Driver 60"</i>		RE-RECORD : Ashley Bates at Adelphoi Music
Paddy Power, Betting App, <i>Steward 60"</i>		RE-RECORD : Stephen Patman at Adelphoi Music
Paperchase, Valentine's Day Cards, <i>Atonement</i>		STUDENT COMMERCIAL : Jameela Khan, Nathan Craig, Anna MacDonald, Zsófi Tálas and Gillian Simpson at National Film and Television School

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Paperchase, Valentine's Day Cards, <i>Cupid</i>		STUDENT COMMERCIAL : Ian Robertson, Jon Muschamp, Zsófia Tálás, Adriana Hervas and Robert Gittings at National Film and Television School
Pearl & Dean, <i>Tumbleweeds</i>	ENTERTAINMENT PROMOTIONS BEST OVER 90 SECOND COMMERCIAL	
Pearson, <i>We All Start Somewhere</i>		STUDENT COMMERCIAL : Alex Dizer, Jermaine Edwards, Emil Gundersen and Sashko Micevski
Philips, Philips Healthcare, <i>Everyday Hero</i>	INTERNATIONAL	
Prostate Cancer UK (PCUK), <i>Coming of age</i>	CHARITY & PUBLIC SERVICE	
Reckitt Benckiser, Finish Dishwasher Cleaner, <i>Combinations</i>	HOUSEHOLD GOODS BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	PRODUCTION DESIGN : Kave Quinn
Road Safety Authority, Never Drink and Drive, <i>Crashed Lives</i>		NEW DIRECTOR : Zak Razvi
Rustlers, Rustlers Burgers, <i>80 Years of Torment</i>	FOOD	NEW CREATIVE TEAM : Teddy Souter and Frazer Price
Rustlers, Rustlers Burgers, <i>The Rustlers 2017, 360°, 1952 VR experience</i>	INTERACTIVE VIDEO ADVERTISING	
Rustlers, Rustlers Burgers, <i>What A Time To Be Alive</i>	BEST INTEGRATED	
S7 Airlines, <i>The Best Planet</i>		EDITING : Dominic Leung at Trim
Sainsbury's, Eat Well, <i>Food Dancing (Yum Yum Yum)</i>		EDITING : Adam Rudd at Final Cut
Sainsbury's, <i>The Greatest Gift</i>	RETAILERS	WRITING : Richard McGrann and Andy Clough ANIMATION: 3D : Debbie Crosscup and Sam Fell at Passion Animation Studios PRODUCTION DESIGN : Andy Farago
Samsung, Samsung Youth Olympics Games, <i>The Only Way To Know</i>	ELECTRONICS	
Save The Children, <i>Still The Most Shocking Second a Day</i>	CHARITY & PUBLIC SERVICE	
SCA, Bodyform, <i>Blood</i>	HOUSEHOLD GOODS BEST OVER 60 AND UP TO & INCLUDING 90 SECOND BEST INTEGRATED	

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Selfridges, <i>Material World</i>		ANIMATION: 2D : Anna Ginsburg and Zoe Muslim at Strange Beast
Smart Energy GB, <i>Supermarket</i>	FINANCIAL & CORPORATE SERVICES	
Smirnoff, <i>We're Open</i>		USE OF EXISTING MUSIC : Jonathan Watts at Adelphoi Music
Sonnet, Insurance, <i>Balloon</i>		SOUND DESIGN : Jack Hallett and Anthony Moore at Factory
Sony PlayStation, <i>The King</i>		RE-RECORD : Andrew Oskwarek and Rachel Wood at Woodwork Music
Sport England, <i>This Girl Can, Phenomenal Women</i>	BEST OVER 90 SECOND COMMERCIAL	CASTING : Leanne Flinn EDITING : Tom Lindsay at Trim USE OF EXISTING MUSIC : Jay James, Luis Almau and Hils MacDonald at Soundtree
SSE, Boiler Rescue, <i>Neon House</i>		ANIMATION: 3D : Neil Davies, Gianluca Di Marco and Matthew Fuller at The Mill CGI : Neil Davies, Gianluca Di Marco and Matthew Fuller at The Mill
TalkTalk, <i>Boys</i>	DIGITAL SERVICES BEST OVER 15 AND UP TO & INCLUDING 30 SECOND	
TalkTalk, <i>This Stuff Matters</i>		CASTING : Tom Tagholm and Fran Thompson
TalkTalk, <i>Working From Home</i>	DIGITAL SERVICES BEST OVER 15 AND UP TO & INCLUDING 30 SECOND	
TalkTalk, <i>This Stuff Matters; Boys; Working From Home; Candies; Dog Days; Dinner</i>	UK CAMPAIGN	
The AA, The AA Charitable Trust, <i>Designated Driver</i>	CHARITY & PUBLIC SERVICE BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	
The British Council, Shakespeare Lives, <i>Julius Caesar</i>	BRANDED ENTERTAINMENT	
The British Council, Shakespeare Lives, <i>King Lear</i>	BRANDED ENTERTAINMENT	
The Prince's Trust, <i>Parallel Lives</i>	CHARITY & PUBLIC SERVICE BEST OVER 60 AND UP TO & INCLUDING 90 SECOND	

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Thinkbox, <i>The Broadcast</i>	ENTERTAINMENT PROMOTIONS	PRODUCTION DESIGN : Jane Carroll
Thomson Holidays, <i>Moments</i>		VFX : Ryan Knowles at Electric Theatre Collective
UN, United Nations Kosovo Team, <i>HOME</i>	BRANDED ENTERTAINMENT	
Under Armour, Baseball, <i>Numbers</i>	INTERNATIONAL	
Unicef, <i>Harry and Ahmed</i>	CHARITY & PUBLIC SERVICE	
Uniqlo, AIRism, <i>Evaporate</i>	FASHION	
Uniqlo, Distressed Denim, <i>Gas Station</i>	FASHION	
Uniqlo, Wireless Bra, <i>Move</i>	FASHION BEST OVER 60 AND UP TO & INCLUDING 90 SECOND	CINEMATOGRAPHY : Chris Blauvelt IN-CAMERA EFFECTS : Ryan Heffington CASTING : Leanne Flinn EDITING : Darren Baldwin at Final Cut USE OF EXISTING MUSIC : David Kolbusz and Autumn de Wilde
Uniqlo, Because of Life - <i>Gas Station; Move; Evaporate</i>	UK CAMPAIGN	
Virgin Atlantic, Holidays, <i>#GetOutOfOffice</i>	TRANSPORT & TOURISM	
Virgin Games, <i>Vladimir</i>		PERFORMANCE : Jonathan Pointing
Virgin Media, Superfast broadband, <i>9.58</i>	DIGITAL SERVICES BEST OVER 90 SECOND COMMERCIAL	
Vita Coco, Coconut Water, <i>Phonetic Karaoke</i>	NON-ALCOHOLIC DRINKS	

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Volkswagen, <i>#YourVWCampaign</i>	AUTOMOTIVE BRANDED ENTERTAINMENT	
Volkswagen, <i>Alien</i>	AUTOMOTIVE BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	DIRECTOR – THE FRANK BUDGEN AWARD : Nick Gordon ANIMATION: 3D : Leo Wilk at SWISS PRODUCTION DESIGN : Volodymyr Radlinskiy aka 'Vova' CGI : Leo Wilk and Jan Karlström at SWISS SOUND DESIGN : Sam Ashwell at 750mph
Volkswagen, <i>Mafia</i>	AUTOMOTIVE BEST OVER 30 AND UP TO & INCLUDING 60 SECOND	
Volkswagen, <i>Alien; Mafia; Finding Yourself</i>	UK CAMPAIGN	
Waitrose, Christmas, <i>Coming Home</i>	RETAILERS BEST OVER 60 AND UP TO & INCLUDING 90 SECOND	DIRECTOR – THE FRANK BUDGEN AWARD : Sam Brown ANIMATION: 3D : Jorge Montiel, Jonathan Westley (Wes) and Adam Droy at The Mill CINEMATOGRAPHY : Stephen Keith-Roach ACHIEVEMENT IN PRODUCTION : James Howland EDITING : Paul Hardcastle at Trim CGI : Jorge Montiel, Jonathan Westley (Wes) and Adam Droy at The Mill VFX : Jorge Montiel, Jonathan Westley (Wes) and Adam Droy at The Mill
Waitrose, <i>Spring</i>	BEST INTEGRATED	
Warner Bros. Pictures, <i>Fantastic Beasts and Where to Find Them</i>		VR / 360 : Karen Czuckerberg, Resh Sidhu and Michael Cable at Framestore
Xerox, <i>Brother Dominic</i>		EDITING : Art Jones at Work
Yorkshire Tea, Yorkshire Tea and Yorkshire Tea Gold, <i>Hold Music</i>	NON-ALCOHOLIC DRINKS	
WWF, <i>Tiger in Suburbia</i>		CGI : Matteo La Motta, Andrew Roberts and Hannah Binswanger at MPC