

1. BEST USE OF COPY

4creative	E4 Election
Channel 5	Blind Date - Poem
Comedy Central UK	Fresh Prince
Comedy Central UK	Expendables 3
ITV Creative	Horse Racing - Grand National
MTV	Music Makes Us Brand Spot

2. BEST USE OF SOUND DESIGN

ITV Creative	Liar 'Two Sides. One Truth.'
ITV Creative	Voice Kids - Launch
ITV Creative	Coronation Street - Autumn 2017
Lucky Cat Post Production	Electric Dreams
Sky Creative Agency	Tin Star Teaser
Viceland	F*ck That's Delicious Mmms and Ahhs

3. BEST USE OF MUSIC

BBC Creative	Planet Earth II
Comedy Central UK	Fresh Prince
ITV Creative	The Hobbit 'Ain't No Mountain'
ITV Creative	Endeavour - Series Launch
SATV Publishing Ltd	Sky Atlantic Brand Spot
Y&R London	BBC Education - Every Element of Wonder

4. BEST USE OF GRAPHIC DESIGN

4creative	FilmFear
BBC Creative	Film Review
Discovery Creative London	Cooper's Treasure
NBCUniversal International Networks UK-EM	Mr Robot S2 Launch
The Walt Disney Company	Disney Junior Summer Idents 2017
Turner Broadcasting	Action Wednesdays

5. BEST USE OF ANIMATION

4creative	The Great British Bake Off
Creative Nuts/4Creative	Channel 4's Alternative Election Night
NBCUniversal International Networks UK-EM	70's Season
Turner Broadcasting	Imagination Studio Animated Character
UKTV Creative	Crackanory S4
UKTV Creative	Gold Easter

6. BEST USE OF EDITING

BBC Creative / Ignition Creative	Rellik
Comedy Central UK	Fresh Prince
ITV Creative	Voice Kids - Launch
ITV Creative	Horse Racing - Launch
ITV Creative	Safe House
Viceland	Needles and Pins: New Zealand Episodic

7. BEST USE OF DIRECTION

4creative	Humans
BBC Creative	Radio 3: Jazz
ITV Creative	Coronation Street - Autumn 2017
NBCUniversal International Networks UK-EM	Buffy
NBCUniversal International Networks UK-EM	Characters Uncovered
Y&R London	BBC Wimbledon

8. BEST CHANNEL IDENTs (IN-HOUSE)

4creative	Voices of 4
BBC Creative	BBC 4 Music Idents
Boomerang Shared Team	Boomerang Pets X 4
Boomerang Shared Team	Boomerang Pets X 4
Boomerang Shared Team	Boomerang Pets X 4
NBCUniversal International Networks UK-EM	Buffy Idents

9. BEST CHANNEL IDENTIS (OUT-OF-HOUSE)

4creative	We're going on a Bear Hunt
4creative	Pride Season
Holman & Hunt / AMC Networks Intl UK	CBS Reality Idents
Holman & Hunt / AMC Networks Intl UK	Horror Channel Idents
Mainframe	Kiss Refresh 2017
The Walt Disney Company	Disney Junior Summer Idents 2017

10. BEST TV CHANNEL IDENTITY

A+E Networks UK	History
BBC Creative	BBC Sport Refresh
REN TV	REN TV 2017 Season Launch
Sky Creative Agency	Sky Sports Rebrand
TellyJuice	London Live Channel Rebrand
UKTV Creative	Really

11. BEST CHANNEL BRAND SPOT OR CAMPAIGN

4creative	E4 Spa
BBC Creative	Radio 3
BBC Creative	Radio 4
Discovery Creative London	Fall in love with Discovery Science
Nickelodeon UK	Nicktoons Faces
UKTV Creative	Alibi Brand Spot

12. BEST CHANNEL LAUNCH

A+E Networks UK	Blaze
REN TV	REN TV 2017 Season Launch
Sony Pictures Entertainment	Pop Max Launch Brandspot
The Walt Disney Company	Mickey & Pals Pop Up Channel
Viceland	Right Now Launch Promo

13. BEST DRAMA - ORIGINATED

4creative	Humans
BBC Creative	EastEnders Brace Yourself
ITV Creative	Coronation Street - Autumn 2017
ITV Creative	Emmerdale - Last Dance
NBCUniversal International Networks UK-EM	Buffy - 20th Celebration
UKTV Creative	EastEnders

14. BEST DRAMA - CLIP BASED

4creative	National Treasure
4creative	Empire
BBC Creative	Murdered For Being Different
ITV Creative	Liar 'Two Sides. One Truth.'
Sky Creative Agency	Tin Star Teaser
Sky Creative Agency	Guerrilla First Look

15. BEST ENTERTAINMENT - ORIGINATED

4creative	The Great British Bake Off
ITV Creative	Britain's Got Talent
ITV Creative	The Voice Launch - 'Lift Off'
UKTV Creative	Gold Easter
UKTV Creative	Go 8 Bit S2
UKTV Creative	Taskmaster S4

16. BEST ENTERTAINMENT - CLIP BASED

4creative	Bizarre ER
BBC Creative	Bake Off Farewell
Comedy Central UK	Fresh Prince
Comedy Central UK	Wipeout
Fox Networks Group UK	Genius: BTS
ITV Creative	Voice Kids - Launch

17. BEST FACTUAL - ORIGINATED

18. BEST FACTUAL - CLIP BASED

4creative	Fake News Week
BBC Creative	Britain's Forgotten Men
BBC Creative	Gay Britannia
Fox Networks Group UK	Remembering Hell
Fox Networks Group UK	Air Crash Investigation
UKTV Creative	Unspun S2

4creative	Mutiny
BBC Creative	Inside The Christmas Factory
Discovery Creative London	Gold Rush
Discovery Creative London	Murder Comes To Town
Fox Networks Group UK	Story of a Monster
Viceland	Vice News Tonight

19. BEST SPORTS - ORIGINATED

20. BEST SPORTS - CLIP BASED

4creative	Woman's Euros
4creative	Formula 1
BT Creative	Maro Itoje Job Swap
BT Creative	Frank Lampard's Secret Handshakes
ITV Creative	Grand National
Sky Creative Agency	Formula 1 New Season 2017
Whisper Films	UEFA Women's Euro Opener / Promo

4creative	Summer of Sport
BT Creative	It's Playtime
BT Creative	Fight to Inspire
BT Creative	BT Sport in 2017
Sky Creative Agency	NOW TV Ryder Cup
Sky Creative Agency	Premier League Chelsea Vs Liverpool Promo

21. BEST CHILDRENS - ORIGINATED

BBC	CBeebies Everyone's Welcome
BBC Creative	CBBC: Find Your Tribe
Nickelodeon UK	Nick Jr Carol-oke
The Walt Disney Company	Can you spot the guest star?
The Walt Disney Company	The Lodge Catch Up
Turner Broadcasting	We Bare Bears

22. BEST CHILDRENS - CLIP BASED

BBC Creative	Postman Pat
Cartoon Network	Mighty Magisword Magibeatz
Cartoon Network	Mighty Magiswords ñ Swords/Quest/Repeat
Disney XD	Star Wars Rebels Recap
Nickelodeon UK	Peppa Pig New Episodes
Nickelodeon UK	Loud House - Oh So Quiet

23. BEST LIFESTYLE OR MAGAZINE - ORIGINATED

4creative	Grand Designs
ITV Daytime	Good Morning Britain - Symphony
ITV Daytime	This Morning - Wedding
ITV Daytime	ITV Daytime - Star Turn
Scripps Networks International	Food Network: Paul Hollywood City Bakes 2
Scripps Networks International	Travel Channel: Stars in their Cars

24. BEST LIFESTYLE OR MAGAZINE - CLIP BASED

4creative	Tattoo Fixers
Discovery Creative London	Scrap Kings
Discovery Creative London	Hoarding
Scripps Networks International	Travel Channel: Robson Green
Viceland	Needles and Pins: New Zealand Episodic

24B. BEST REALITY PROMOTION

4creative	Celebs go Dating
Channel 5	Celebrity Big Brother Jan 2017
ITV Creative	Towie 'This is Towie Do it'
ITV Creative	Love Island - Series Launch 2017
MTV	Geordie Shore Series 13 Launch - The Party Tour
MTV	Geordie Shore Series 14 - The Family is Getting Bigger

25. BEST NEW TALENT OF THE YEAR

BBC Creative	Sarah Fox and Jules Middleton
Channel 5	Jervis Amfo-Gyamera
Comedy Central UK	Josh Wright
ITV Creative	Best New Talent Of The Year - Jonathan Gentle
Scripps Networks International	Matthew Legg
UKTV Creative	Harry Mitchell

26. FUNNIEST PROMO OF THE YEAR

A+E Networks UK	Little Women
BBC Worldwide	Top Gear 'Risk Assessment'
BT Creative	BT Pub Sport Cup
BT Creative	Maro Itoje Job Swap
BT Creative	Frank Lampard's Secret Handshakes
Comedy Central UK	Expendables 3

27. SOMETHING FOR NOTHING

A+E Networks UK	Brainbox H2
Comedy Central UK	General Election
Comedy Central UK	The Daily Show
Sky Creative Agency	Ross Kemp Extreme World
UKTV Creative	Eastenders
Viceland	Spliff in Space: Weed Week

28. BEST FILM PROMOTION

4creative	FilmFear
Comedy Central UK	Pulp Fiction Rom Com
Comedy Central UK	Expendables 3
Sky Creative Agency	NOW TV Con Air
Sky Creative Agency	Sky Cinema Oscars
Sony Pictures Television UK	Sony Movie Channel UK - Steven Seagal Weekend

29. BEST SEASON, STUNT OR SPECIAL EVENT

4creative	FilmFear
BBC Creative	Sorry Not Sorry
Comedy Central UK	April Fools
NBCUniversal International Networks UK-EM	Buffy - 20th On Air Stunt
Sky Creative Agency	Festive Football
UKTV Creative	Drama Christmas

30. BEST LONG FORM OR BRANDED CONTENT

BBC	CBeebies Everyone's Welcome
BBC Creative	W1A
Disney XD	Star Wars Rebels Recap
Fox Networks Group UK	National Geographic Wild Brand Filler
MTV	Music Makes Us Brand Spot
Red Bee	The Crown Launch Film Netflix, Inc

31. BEST VOD OR OTT SERVICE PROMOTION

4creative	All4
Discovery Creative London	Eurosport Player
Sky Creative Agency	SkyStore Brand Education
Sony Pictures Entertainment	Sony Kids - You View VOD
UKTV Creative	Dave UKTV Play
UKTV Creative	UKTV Play Christmas

32. BEST DIRECT-RESPONSE PROMOTION

4creative	E4 Election
Cartoon Network	Buddy Network
Cartoon Network	Buddy Network
MTV	Geordie VR
Turner Broadcasting	Weetabix Weetabuddies
Viceland	Voicemails - Knife

33. BEST FOREIGN LANGUAGE PROMOTION

MTG Creative	Elven
MTG Creative	Viasat Sport - Dead Ball
REN TV	The Fathers
TNT4	Matrix Reloaded
TNT4	Mortal Kombat
TNT4	No Country for Old Men

34. RADIO OR AUDIO ONLY PROGRAMME PROMOTION

BBC Creative	Line Of Duty
BBC Creative	Planet Earth II
BBC Creative	Robot Wars
BBC Radio 4	Dawn Chorus
Channel 5	Blind Date Radio Spot
ITV Creative & Fresh Air Production	The Level

35. BEST PROGRAMME SIZZLE

BBC Worldwide	White Gold
BBC Worldwide	Born to Kill
BBC Worldwide	The Great American Thaw
FremantleMedia International	Alarm for Cobra B2B promo
FremantleMedia International	Apple Tree Yard International B2B Promo
TellyJuice	A+E Networks History Sizzle

36. MOST EFFECTIVE USE OF MEDIA PLANNING

Channel 4	Ackley Bridge
Discovery Communications	Mosquito
ITV Network Marketing	Love Island - Series Launch 2017
MTV	Geordie Shore Series 15
NBCUniversal International Networks UK-EM	Blood Drive Launch Campaign
NBCUniversal International Networks UK-EM	Buffy 20th Anniversary Campaign

38. BEST KEY ART

4creative	Spies
BBC Creative / Happy Ending Agency	Planet Earth II
BBC Worldwide	Top Gear
BBC Worldwide	Sherlock 'Rising Tide'
BBC Worldwide	Food How it Works
MTV	Ex On The Beach Series 6 - Some Relationships just won't die

39. BEST DIGITAL OUT-OF-HOME

4creative	Humans
BBC Worldwide	Sherlock 'Rising Tide'
ITV Creative	Horse Racing - Grand National Streaming
UKTV Creative	Quantico
Viceland	Bobby & Harriet Out of Home
Viceland	Needles & Pins Out of Home

40. BEST ON-AIR CAMPAIGN

NBCUniversal International Networks UK-EM	Buffy 20th Anniversary
BBC & Karmarama	CBeebies: Everyone's Welcome
Channel 5	Celebrity Big Brother Jan 2017
NBCUniversal International Networks UK-EM	Characters Uncovered
NBCUniversal International Networks UK-EM	Blood Drive
Viceland	Voicemails

41. BEST USE OF VR, INTERACTIVE OR MOBILE

4creative	Humans BOT
BBC Creative	Make Me
BBC Creative	Glasto Lineup
BBC Creative	Line of Duty
Channel 5	Emerald City
MTV	Geordie Shore VR

42. BEST SOCIAL OR DIGITAL CAMPAIGN

4creative	Humans
BBC Creative	Clique
BBC Creative	Planet Earth II
BBC Creative	One Deadly Weekend
BBC Creative	The Missing
Channel 4, That Lot, OMD	Ackley Bridge Snapchat Stories Campaign

43. BEST 360 (INTEGRATED) CAMPAIGN

4creative	Humans
BBC Creative	Clique
BBC Creative	Sorry Not Sorry
BBC Worldwide	Sherlock 'It's Not a Game Anymore'
ITV Creative	Liar 'Two Sides. One Truth.'
UKTV Creative	Taskmaster S4

44. BEST SPONSORSHIP PACKAGE

DBLG, Platform Post, Iris	Domino's Sponsors The Voice
Discovery Creative London	Race Against Time/Next Gen Engineers
Golley Slater, Platform Post, Joyrider Films, TV Production Office	Mitsubishi Sponsors Documentaries on Channel 4
The Walt Disney Company	#TeamHeelys
The Walt Disney Company	LEGO Marvel Superheroes
Turner Broadcasting	Weetabix Weetabuddies